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PUBLISHER'S BINDING

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 63

NEW YORK, U.S.A., TUESDAY, APRIL 1, 1958

TEN CENTS

'One-Sided' View Hit

Anti-Toll-TV Programs Get Probe by FCC

Report on Inquiry Is Expected in Few Weeks

From THE DAILY Bureau

WASHINGTON, Mar. 31.—The Federal Communications Commission has ordered its staff to investigate whether TV stations violated the Communications Act in their programs attacking toll television.

A report on the inquiry is expected in a few weeks. It was ordered after Senators Long (D., La.), Neuberger (D., Ore.) and other members of Congress complained that TV stations were presenting an extremely

(*Continued on page* 4)

Urges ITO Start Letter Campaign on Toll-TV

Special to THE DAILY

HOT SPRINGS, Ark., March 31—Carrying to the field the call for an intensive, unified fight again toll television, both wired and on the air, Philip F. Harling, chairman of the TOA pay-TV committee, urged members of the Independent Theatre Owners of Arkansas to start an immediate letter campaign to their Congressmen.

Harling repeated at the ITO con-

(*Continued on page* 5)

John B. Poor to Head RKO Radio Pictures

John B. Poor has been appointed to the post of general manager of RKO Radio Pictures division of RKO Teleradio Pictures, Inc., Thomas F. O'Neil, president of RKO Teleradio, announced yesterday. Poor, a vice-

(*Continued on page* 2)

Television Today

Page 4

Ohio Town Pushes Family Ticket Plan to Keep Only Theatre Open

Special to THE DAILY

HUDSON, O., March 31—When the 2,500 residents of this Ohio town read recently in their local paper that G. W. Huff, owner of the Hudson, only theatre in town was about to close it because of lack of patronage, they called a community protest meeting. Merchants, conscious of the fact that a closed theatre means that the residents will go elsewhere not only for entertainment but also for general shopping, were sympathetic.

After a meeting with Huff it was decided to hold a meeting April 3 of the Community Service Corp., an organization composed of the officers

(*Continued on page* 5)

Bank of America Moving Film Division to L.A.

The Bank of America's special New York motion picture and television department will be transferred to the Los Angeles headquarters of the bank April 30. The office here has been functioning under the supervision of

(*Continued on page* 2)

REVIEW:

A Time to Love And a Time to Die

Universal-International—CinemaScope

Hollywood, March 31

ROBERT ARTHUR's splendid production of the Erich Maria Remarque novel of World War II, "A Time to Love and a Time to Die," measures fully up to and in many respects beyond the author's now classic novel of World War I, "All Quiet On the Western Front," with which it has aspects in common without being similar. Like that milestone in picture making, an indispensable entry on all responsible best-pictures listings inside or outside the trade, it deals with the war from the standpoint of a German soldier, showing the audience the conflict and the suffering, the fighting and the frustration, as the soldier in uniform views it. This is Remarque's special gift, this ability to treat a subject objectively, examining it bit by bit and letting it reveal itself, and the has done so even more tellingly in this picture, possibly in part because of the superior facilities made available since "All Quiet" was filmed, than in the first one. CinemaScope and Technicolor seldom have been used so eloquently as here.

"A Time to Love and a Time to Die" comes to market at a time when two other big war pictures, one of them the 1957 Academy Award winner, are receiving wide and profitable welcome. It is unlike either of them, in particular or presentation, but it is strictly in the same category as to scale, size, quality, impact and promise. Its financial future is as solidly assured as any picture's can be in these days when the biggest of the big and the best of the best films are playing off more prosperously than ever before in history.

Produced in Germany, specifically in a war-riddled area close up to the Russian border that has been used steadily since peace came as a training ground for NATO military forces, the picture has an authenticity of setting that comes across to the audience with extraordinary

(*Continued on page* 4)

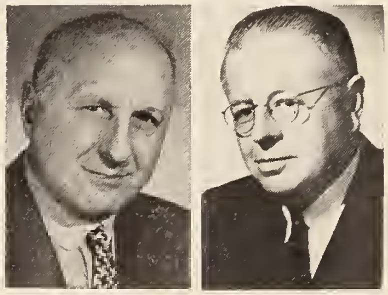
Confident

Increase in Production Set By Paramount

Decision Follows Studio Conferences Last Week

From THE DAILY Bureau

HOLLYWOOD, March 31 – Paramount Pictures will embark on an "expanded production program" of top budget films, it was jointly announced here today by Barney Balaban, president, and Y. Frank Freeman, vice-president in charge of the studio.



Barney Balaban Y. Frank Freeman

The statement followed a week of

(*Continued on page* 2)

MPA Screens First Russian Feature

By FLOYD STONE

Those interested in buying it came yesterday morning to Paramount's screening room for Russia's "Quiet Flows the Don." There were a bare dozen, generally silent, in conversation tentative, and for quotation, most reticent. Among them were Henry

(*Continued on page* 5)

Lazarus Will Outline Col. Promotion Plans

Promotional plans for Columbia Pictures' upcoming releases will be presented here today to the company's top sales executives by Paul M. Lazarus, Jr., vice-president in charge of advertising and publicity. The home

(*Continued on page* 2)

PN 1993
.M43

PERSONAL MENTION

GIL GOLDEN, Warner Brothers national advertising manager, has arrived in New York from the Coast.

•

MILTON R. RACKMIL, president of Universal Pictures, returned to New York over the weekend from Hollywood. ALFRED E. DAFF, executive vice-president, will leave here today for Australia via B.O.A.C.

•

WALTER READE, JR., chairman of the board of Continental Distributing, Inc., has returned to New York from Europe.

•

F. A. UNGRO, executive vice-president of Westrex Corp., has returned to New York following an extended tour of Europe.

•

JOSEPH A. TANNEY, president of S.O.S. Cinema Supply Corp., has left here aboard the "Homeric" for a tour of the Latin American countries.

•

FRANKIE VAUGHN, British actor and singer, returned to London from New York yesterday via B.O.A.C.

Republic Stockholders Annual Meeting Today

A motion by two Republic Pictures Corp. stockholders to stay the company's annual meeting has been denied by New York Supreme Court Judge Bernard Botein.

The meeting will be held as scheduled at 11 A.M. this morning at the Essex House.

Coast Pay Off 18 Cents

HOLLYWOOD, March 31 – Craft workers in production averaged weekly earnings of $132.33 in February, down 18 cents from the January figure, the State Department of Industrial Relations has revealed. A correspondingly slight change in the work-week accounts for the drop.

WB Mortgage Sold

The $1,696,000 mortgage which Warner Bros. Pictures took back when it sold the ten-story office building at 322 West 44th Street last fall, has been sold to the New York Savings Bank, it was reported by John J. Reynolds, Inc., broker in both the sales and mortgage transactions.

Bank of Amer.

(*Continued from page* 1)

Francis Herwood, vice-president, with Peter W. Geiger, resident manager in charge of operations. Geiger will announce his future affiliation shortly.

The department was established eight years ago primarily to distribute 30 films acquired by the bank. The negative rights to the film properties recently were sold to Mundus Television Corp. The package, known as Million Dollar Movies, previously was handled by RKO Teleradio for U.S. and Canadian television.

John Poor Named

(*Continued from page* 1)

president and director of RKO Teleradio since January, 1956, assumes his new duties immediately.

Poor has been active in RKO Teleradio's broadcasting and motion picture affairs since 1947, having served as general counsel and later director of General Teleradio and as president of the Mutual Broadcasting System from 1956 until its sale by RKO Teleradio in August of 1957.

Lazarus to Outline

(*Continued from page* 1)

office sales chiefs and division managers enter their second day of sessions this morning at the Savoy Plaza Hotel.

Lazarus will be accompanied by his executive assistant, Jonas Rosenfield, Jr., and by Robert S. Ferguson, director of advertising, publicity and exploitation.

Drive-In Right Upheld

ALBANY, Mar. 31.–The Appellate Division here has unanimously upheld an order granting an injunction restraining the town of Brunswick, near Troy, from prohibiting the building of a drive-in theatre there. James H. Connell, of Wyaantskill, and James Giordane of Troy had contended that after they had acquired a site and prepared plans for an outdoor theatre the town of Troy enacted a zoning ordinance prohibiting drive-ins.

SPG to Dine Lodge

HOLLYWOOD, March 31–Screen Producers Guild president Samuel G. Engel has announced that Sen. Henry Cabot Lodge, chief of U.S. Delegation to the United Nations, will be a special guest at the Guild's annual Milestone Award Dinner at the Beverly Hilton Hotel, April 13.

Other special guests are Clare Boothe Luce, George V. Allen and Eric Johnston. Walt Disney will present the Milestone Award to Spyros P. Skouras.

Strong Lamp Showing Set for SMPTE Meet

A demonstration of the "blown arc" projection lamp recently marketed by the Strong Electric Corporation, Toledo, will be conducted April 12 at the Society of Motion Picture and Television Engineers convention in Los Angeles. The "Strong Light Caravan," a large truck equipped as a projection booth, is including the convention in its tour of the country.

The "Caravan" thus far has demonstrated the lamp at drive-ins in Detroit, Pittsburgh, Atlanta, Huntsville, Ala., and Memphis. Others are so far scheduled at the Trail, Houston, today; Jefferson, Dallas, April 3; Oklahoma City, April 7; Denver, April 11, and Motor Vue, Salt Lake City, April 14.

Jack Levin Honored At B'nai B'rith Dinner

Jack H. Levin, president of Certified Reports, was installed as chairman of the Past Presidents' Club of B'nai B'rith in the Eastern Region at a dinner given in his honor here last night at Rosoff's Restaurant. Present at the affair were past presidents Adolph Schimel, Irving Greenfield, Bob Weitman, Saul Rogers, and Arthur Israel.

Messages of congratulation were received from other past presidents who were out of town, including Burt Robbins, Marty Levine and Max Youngstein.

'Run' Gross $131,684

United Artists yesterday reported receipts of $131,684 for the first three days' playing time for Hecht-Hill-Lancaster's "Run Silent, Run Deep," in ten key situations. At the Victoria Theatre here, the film was said to be grossing better than $7,000 a day, an all-time high for UA product at the house.

Rubine Here for B-M

HOLLYWOOD, March 31. — Blowitz-Maskel has assigned Irving Rubine, who operated his independent publicity bureau in Hollywood prior to entering production as vice-president of Dougfair Corp., to take charge of the Blowitz-Maskel New York office, effective yesterday.

'Run Silent' Disc

The title theme song of the Hecht-Hill-Lancaster film, "Run Silent, Run Deep," will be released by Decca Records in connection with the opening of the United Artists release in 300 cities this week. The song was recorded by Jack Pleis' orchestra and chorus.

Para. Product

(*Continued from page* 1)

top level executive conferences at th studio participated in by George Wel ner, Paul Raibourn, Russell Holma and Jerry Pickman, in addition t Balaban and Freeman. The group returned to New York today.

The new program, it was said, based on the company's confidence i the future of the industry. A broa program of outstanding attractio will be supported by Paramount "complete financial resources, an e ficient studio structure, combine with Paramount's aggressive world wide sales and merchandising orga ization," they said.

The new accelerated productio policy, it was stated, was resolve after a complete study of industry an market conditions around the worl which "very clearly demonstrates th public's increasing interest in top cal ber motion pictures."

A company spokesman said the will be no ceiling on the number pictures to be produced.

"Paramount has cash available an is ready to put as much of it as neede to work in the production of importa product for the theatres of the world he said. He added that the new polic would open the Paramount studio independent producers who could co tribute to the program.

It was generally felt that the ne policy will mean an appreciable i crease in the volume of Paramou production over recent years and, time, in its release schedule.

Nicholson, Perry Name

HOLLYWOOD, March 31. – Frank Freeman, Paramount vice-pr ident, has appointed C. E. Nichols and William C. Perry as deputy stud controllers, replacing Morris Simpso retired.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
DANNY KAYE
in "MERRY ANDREW"
co-starring PIER ANGELI
BACCALONI • NOEL PURCELL • ROBERT COOTE
In CinemaScope and METROCOLOR
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

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TRAILER
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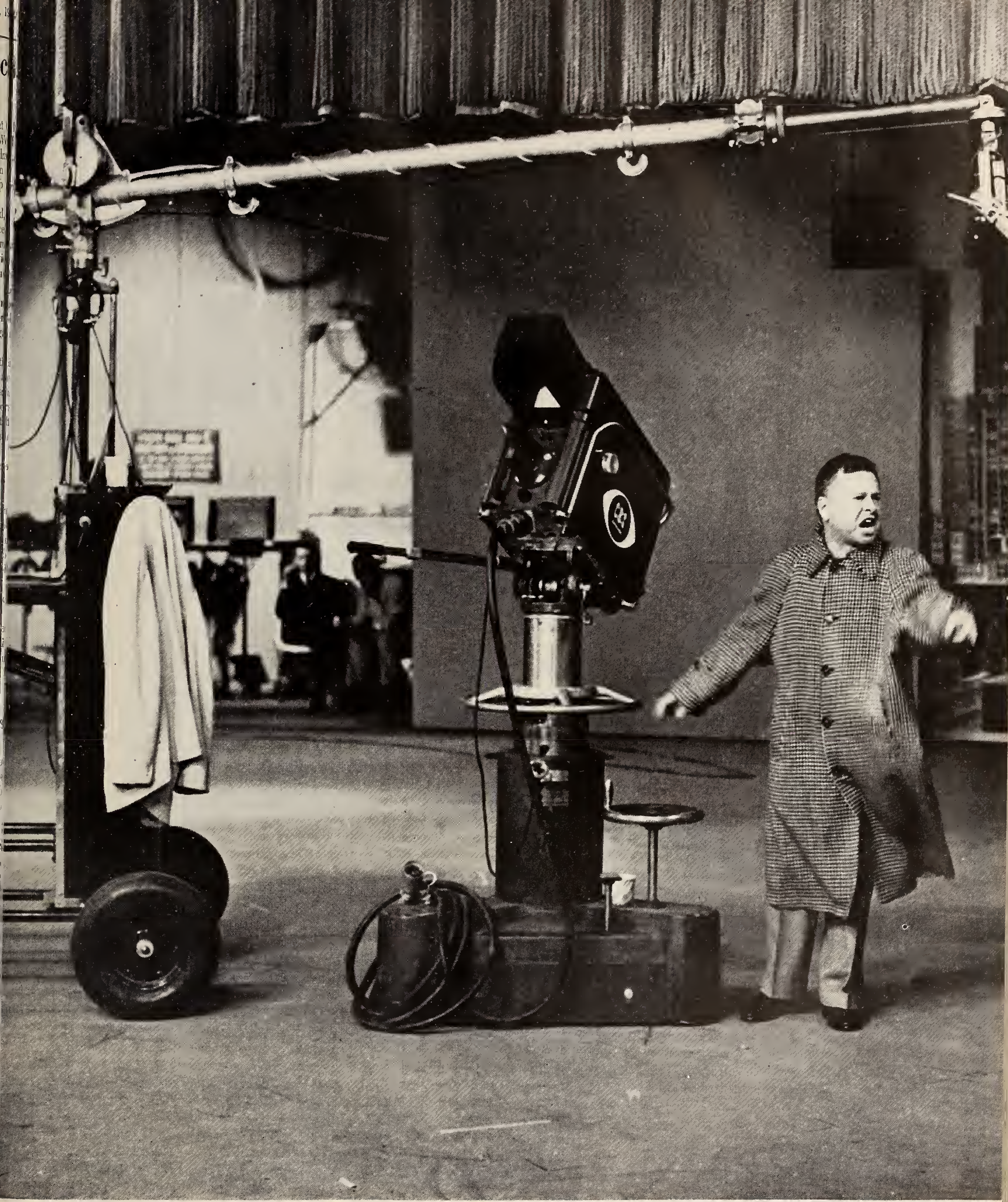

my heartfelt thanks... Mickey

to the members of the Academy of
Television Arts and Sciences for havin
nominated me for 'The Comedian'
and to Martin Manulis, John
Frankenheimer, Rod Serling, the cast a
crew of 'The Comedian' and CBS-TV
without whom it couldn't have happen

A Time to Love And a Time to Die

(CONTINUED FROM PAGE 1)

power. The ruins seen are not studio-made ruins. The bombed-out buildings are real. The rubble is genuine. There is no mistaking this. And this realism spreads its spell over the players and their performances. Never for as much as a moment does the picture seem like a picture. Seeing this story is living it.

The screenplay by Orin Jannings opens on a tired, tattered company of German soldiers retreating afoot from Moscow under the following fire of Russian artillery. The early scenes are in a low-key blue that chills the observer in his seat. The snow that slows the men in their march is genuine. Their struggling through slush and sludge is grim, unbearable. In an early scene the melting snow bares the frozen face of a German officer, lost on the earlier challenging march on Russia, and when one soldier says, "He looks like he's crying," which the camera plainly shows, the next soldier replies, "His eyeballs have been frozen—now they are melting." This is not a big incident. It is the kind of small incident that, strewn throughout the picture, registers the awful horror of war without making a speech about it.

The central figure of the story is a soldier in that retreating company who receives a three-week furlough and goes home seeking his parents. Their home has been bombed, they have disappeared from the neighborhood, and the soldier sets out to trace them. He is helped by a former professor, now in hiding, by some fellow-soldiers he meets in infirmary barracks, and by a former schoolmate who, now a Nazi district leader, offers to use his influence. In the course of his search he meets and falls in love with a girl of his neighborhood, grown to womanhood in his absence, and they marry. When his furlough is over he returns to the still-retreating company to which he belongs, takes as his duty as he feels he must, but undertakes to soften the prevailing treatment of Russian captives. What comes of this is a thing to be seen, not written about.

The central character is played with power and conviction by John Gavin, a young actor trained as Rock Hudson was trained in the Universal-International studio, and the girl he marries is played by a young, beautiful and extremely talented Swiss actress named Lilo Pulver. This pair remind somewhat of the Charles Farrell-Janet Gaynor pair in the memorable "Seventh Heaven," and could go as far or farther together from their well-nigh perfect teamwork here.

Other American players are Jock Mahoney, Keenan Wynn and Don DeFore, and among the others, all excellent, is the author himself, in his first and last acting endeavor, and mighty good. The others in the tremendous cast are expert members of the European screen and stage.

Douglas Sirk's direction, as masterly in the intimate scenes between boy and girl as in the frigid sequences showing the ragged soldier in retreat, the scenes in the ill-ventilated bomb shelters and in the richly conducted secret night-clubs operated for the militarily or politically favored, is by far the finest work of his distinguished career.

Running time, 132 minutes. General classification. Release, in July.

WILLIAM R. WEAVER

John Gavin and Lilo Pulver in "A Time to Love and a Time to Die."

Television Today

IN OUR VIEW

THE Television Code Review Board, that very important arm of the National Association of Radio and Television Broadcasters, recently has been taking sharp cognizance of what apparently has been a developing tendency toward "shock" programming. The Review Board is careful to point out that the greatest danger in this situation lies in the programming of such material within periods generally considered to be children's viewing hours.

■

The Code Board calls attention to the wording of the code's language on the presentation of advertising: "Television broadcasters should exercise the utmost care and discrimination with regard to advertising material, including content, placement and presentation, near or adjacent to programs designed for children. No considerations of expediency should be permitted to impinge upon the vital responsibility towards children and adolescents, which is inherent in television, and which must be recognized and accepted by all advertisers employing television."

That is reasonably clear and concise language and constitutes a placarded warning to all who may be involved that care must be taken at all times. The Board reaffirms that it does not "approve" or "clear" broadcast material of any kind, that the responsibility still rests squarely with the station licensee for all programming and advertising he broadcasts.

■

William B. Quarton, chairman of the Code Review Board, has cautioned subscribers to the code that they consider carefully code provisions when contemplating the scheduling of so-called "horror" shows. He further indicated that the board is watching the "shock" program trend and plans to take a firm stand regarding the scheduling of such shows during hours when children may be expected to be looking at television. Mr. Quarton had particular reference to the code provisions which declare that horror for its own sake should not be used, or the detailed presentation of brutality or physical agony by sight or by sound; and that provision which is headed, "Responsibility Toward Children," and cites the need to avoid material excessively violent, or creating morbid suspense, or other undesirable reactions.

Incidentally, the story of the Television Code is told well in a film documentary now available, and called "A Welcome Guest in the House." Produced for the NAB by the Westinghouse Broadcasting Company, the film runs 24 minutes, permitting the inclusion of a local cut-in, and portrays the television medium as companion to a 12-year-old boy. It is good public relations.

—*Charles S. Aaronson*

Anti-Toll-TV

(*Continued from page 1*)

one-sided picture of toll TV. Many Congressmen, particularly in southern and northwestern states, have received a heavy volume of anti-toll-TV mail from constituents responding to the suggestion of local stations that they write protesting toll-TV plans.

An FCC spokesman said that the staff has already talked both to network officials and to some of the independent stations which had put on the toll-TV broadcasts. He added that under the Communications Act, stations are not required to give all sides of a question fully but are permitted to air "partial" views and that a program would have to be "quite drastic" in its presentation of a point of view before the Commission would take any action.

NTA Wins Approval For Station Purchase

The Federal Communications Commission yesterday approved the sale of television station WATV (Channel 13) and its AM and FM radio affiliates, WAAT and WAAT-FM, to National Telefilm Associates, Inc. The three stations cover the New York City metropolitan area.

National Telefilm Associates will now seek authorization from the Federal Communications Commission to change the call letters of the TV and radio properties to WNTA-TV, WNTA (AM) and WNTA-FM.

The WATV transaction marks the first transfer of absolute ownership of a television station in the New York City area, the world's largest market.

WATV is the second television property acquired by National Telefilm Associates. Last year, NTA purchased controlling interest in KMGM-TV (Channel 9) in Minneapolis-St. Paul. In February of this year, NTA acquired 100% ownership of the station by purchasing the 25% stock interest held by Loew's, Inc.

Payment to TV Writers For Series Re-runs UP

From THE DAILY Bureau

HOLLYWOOD, March 31—Writers Guild of America, West, today disclosed that payments to television writers for re-runs of series shows have jumped from $14,000 weekly to $16,000 since the new basic minimum contract was negotiated.

Guild residual collections for TV writers have amounted to more than $1,000,000 since the beginning, said WGA.

Warner Bros.' "No Time for Sergeants," a Mervyn LeRoy production, drew continuous gales of laughter from a jam-packed audience of exhibitors, press, radio and television representatives, and other opinion makers at its trade showing yesterday morning at the Palace Theatre. Seen above in the lobby of the Palace are, left to right, first photo: Charles Boasberg, WB general sales manager, and Nat Fellman of Stanley Warner. Second photo: Larry Morris, general manager of B. S. Moss Theatres; Julius Joleson of J & J Theatres; Sam Rosen, executive vice-president of Stanley Warner; Walter Higgins, Prudential Circuit; and Bill White of the Riverside Theatre. Third photo: Jules Lapidus, WB assistant general sales manager; and Sam Rinzler of Randforce Theatres. Similar enthusiastic receptions were accorded the picture at simultaneous theatre screenings in 31 other key cities throughout the nation. "No Time For Sergeants," directed by Mervyn LeRoy, stars Andy Griffith. The film, which will be released nationally over the July 4 holiday, will have its first New York engagement at Radio City Music Hall.

(Advt.)

Urges Letter

(Continued from page 1)

vention here today the plea for a united front of exhibitors which he made last week in his report to TOA board of directors meeting in San Francisco. He specifically urged that Allied States Association pick up the fight against cabled television.

Reviewing the success to date of the film industry's campaign against all forms of pay television, he warned that pay TV proponents would continue their efforts to secure FCC authorization for the use of the air waves as the most economical way of transmitting their programs, and that failing that they would concentrate on localized cable TV franchises.

Screen Advertising a Subject

Exhibitors at the convention today also heard a luncheon address by Harvey Posert, research director of the Theatre-screen Advertising Bureau, on the value to the advertiser of theatre screen advertising. A study of 18,519 drive-in theatre patrons who saw theatre screen advertising showed an extraordinarily high rate of recall in two separate surveys, one using aided recall techniques and one using unaided techniques.

Other speakers included George Roscoe, TOA field representative, and Robert Wile, exhibitor relations director for 20th Century-Fox.

MPA Screens Soviet Feature

(Continued from page 1)

Arias and Tom Brandon, for their own firms, Erwin Lesser of Lopert Films, Frank Mooney of United Artists, and Irving Worsmer of DCA.

Their host was John B. McCullough, director of technical services for the Motion Picture Association which is aiding Russian-American cultural interchange and obliging the U.S. Information Services. It has screened Russian films in Washington, and will screen more here.

The picture—only one-half shown—is in color, in 1:35 to 1, subtitled knowingly, sparsely but adequately; liberally garnished with elemental passions and conventional romance, with surprisingly little and subordinate class struggle.

Story of a Cossack

On the evening of the First World War, it tells of a strong young Cossack who on the estate he works is more concerned with abandoning his wife for another girl more attractive and certainly more busty, than with the whispered and only theoretical concepts of social justice. He takes on the new girl, and the child she bears, and then is off to war. He returns, wounded, and finds his child dead, his woman seduced by the estate owner's son. He then madly whips the latter, and joins the idealists who implicitly later will be revolutionists.

This major effort, so far, is 11 reels; the rest of it arrives later; when it will be shown McCullough yesterday couldn't predict. He will show two more features Wednesday at Warners and more Friday elsewhere.

The color is soft and attractive, the details of rural and estate gossip, romance, idyll and tension amongst the high and low, faithful and objective; the sexual aspects implicit but certainly not stressed, nor alluring; the one battle scene has a realism quite startling. The picture so far would appear defective in motivation, from the Party viewpoint, inasmuch as the heroes's conversion occurs, not from sullen resentment at his lowly status, but because he lost his woman.

Expand in Albany

ALBANY, Mar. 31.—To provide space required for inspecting and shipping Warner and Universal prints —new accounts—Clark Service, Inc., has arranged to have an addition constructed to the building occupied for the past year on Loudonville Rd., near Filmrow. Thomas Lark, vice-president of the company, was here from Philadelphia to set up and supervise the expansion.

Town in Ohio

(Continued from page 1)

of the leading service clubs of the community. They will be presented with a plan to keep the theatre open which is a modification of the family ticket plan presented January 17 by Quigley Publications.

Tickets good for six months will be sold in advance at the following scale: $20 for a family, good for two adults and all children under 18; $8 for juniors from 12 to 17 years old; and $5 for children from 5 to 11. The tickets can be used any number of times during the six-month period. The theatre's regular scale now is 60 cents for adults, 50 cents for juniors and 25 cents for children.

Dave Ettenson, 51

Dave Ettenson, 51, member of Local 644 IATSE, died of a heart attack at his home in Forest Hills, L. I., on Sunday. Funeral services will be held here tomorrow morning at Gramercy Park Chapel.

Shaler Stanley Dies

DARLINGTON, S. C., Mar. 31.—Shaler T. Stanley, who was active in the theatre business most of his adult life, died here at the age of 58. For the past eight years he had served as a member of the Darlington City Council.

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OF AMERICA, INC.

Quality photographic materials since 1894

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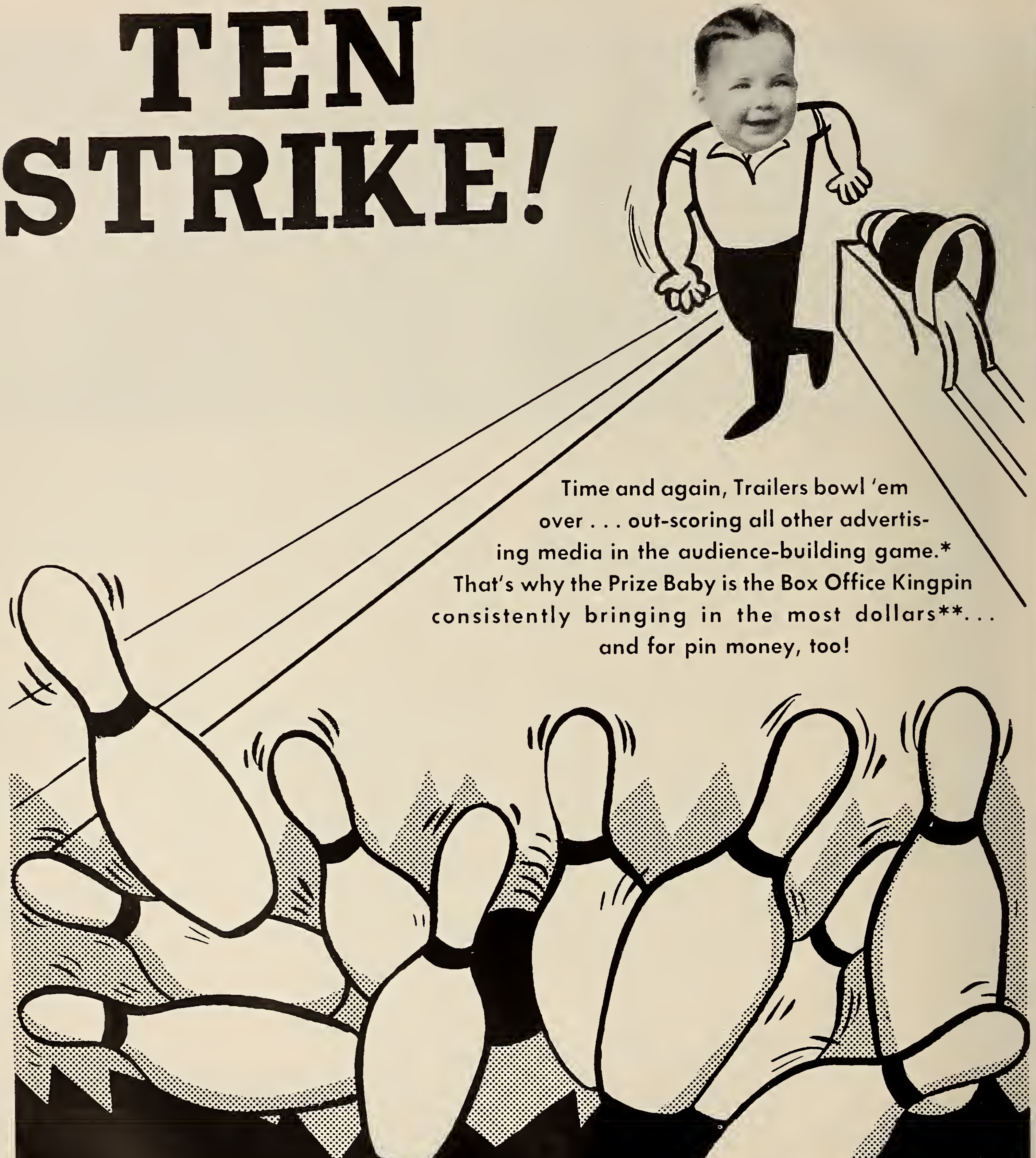


Time and again, Trailers bowl 'em over . . . out-scoring all other advertising media in the audience-building game.* That's why the Prize Baby is the Box Office Kingpin consistently bringing in the most dollars**. . . and for pin money, too!

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

**Trailers get "top mention" for reliability in the newly released survey prepared for the Motion Picture Association by Opinion Research Corp. of Princeton. Copy available on request.*

***Trailers motivate the expenditure of $429 out of every $1,000 taken in at the box office, according to Sindlinger's survey of December 2, 1957, on trailer impact prepared for a group of theatre clients.*

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 64 NEW YORK, U.S.A., WEDNESDAY, APRIL 2, 1958 TEN CENTS

'Contraction'

Republic Will Concentrate on TV Production

Production, Distribution to End in July, Yates Declares

Republic Pictures Corp. probably will end all production and distribution of films by July, Herbert J. Yates told the stockholders yesterday at an emotion-charged annual meeting.

On Monday Judge Bernard Botein in New York Supreme Court had refused to grant an injunction to halt the meeting to two opponents of management.

Yates' statement was in reply to a demand from one stockholder that the company be liquidated after she and several others had criticized management.

He said 19 of the 32 exchanges

(*Continued on page 2*)

Technicolor Net Down; Kalmus Predicts Turn

The tide has turned for the production of theatrical films in Technicolor, Herbert T. Kalmus, president and general manager of Technicolor, Inc., states in his annual message to stockholders, released for publication today.

The annual report shows a net

(*Continued on page 6*)

Russians 'Interested' In U.S. Films Screened

From THE DAILY Bureau

WASHINGTON, April 1 — Russian film officials told United States negotiators today they are definitely interested in buying some of the 19 U.S. films screened for them during

(*Continued on page 6*)

Television Today Page 8

Compo Annual Meeting to Be Held Here April 15

Invitations to an annual meeting of COMPO, and meetings of the board of directors and executive committee, to be held at the Astor Hotel here on April 15 were sent out yesterday. A preliminary canvass had indicated that quorums would be available for both of the latter meetings.

Pressing of the campaign for elimination of the balance of the Federal admissions tax and the formal readmission of Allied States are among agenda items.

Ben Marcus of Milwaukee will attend as Allied's delegate.

U.A. Associated Lists $15 Million Debentures

From THE DAILY Bureau

WASHINGTON, Apr. 1 — United Artists Associated yesterday filed with the Securities and Exchange Commission a registration statement seeking registration of $15 million of six per cent subordinated sinking fund debentures, due in 1963. The debentures and cash are to be offered for capital stock and warrants of Associated Artists Productions and in exchange for

(*Continued on page 2*)

Col. to Push 7 Top Films

A major promotional campaign will spotlight Columbia Pictures' seven top forthcoming films, it was disclosed here yesterday by Paul Lazarus, Jr., vice-president in charge of advertising-publicity. The films are "The Key," "Gunman's Walk," "The Revenge of Frankenstein," "Best of Enemies," "The 7th Voyage of Sinbad," "The Last Hurrah," and "Bell, Book and Candle."

It was emphasized by Lazarus that the seven productions chosen were all judged to be in the "blockbuster" category. Each will be the beneficiary of a major advertising, promotion and merchandising campaign far greater than that accorded to the average release. Individual campaign plans will be announced as they are completed.

ASCAP Cites Bernstein, Philharmonic Maestro

The American Society of Composers, Authors and Publishers, at its annual membership dinner in the grand ballroom of the Waldorf-Astoria last night, presented a scroll to its member,

(*Continued on page 2*)

Paramount Reopens Tonight With New Look, New Policy

By GEORGE SCHUTZ

(Additional stories and pictures on pages 4-8)

Tonight New York's Paramount theatre reopens in rededication to the great achievements of the screen. With the premiere of the 20th Century-Fox production, "The Young Lions," it installs a new policy of extended runs. For this it was closed recently to be re-equipped and restored to its original character. Tonight it will offer again the environment of elegance with which, on November 19, 1926, it opened as one of the great playhouses of the world.

Physical revision, which will be continued during operation to include various details, declares the change most obviously in abolition of "ballyhoo fronts" which for many years completely concealed the original classic forms expensively wrought in bronze. Conditions had seemed to advise emphasis on popularity, with measurement of that quality often accenting youth. When the screen could not satisfy the formula, name bands favored by teen-agers were put on the stage, and there would be mad dancing in the aisles. With the last of the false fronts ripped out, grime accumulating through the years was removed from the bronze. Its enduring beauty is lustrous again in the light of Broadway.

A new screen has been installed in a framework which makes stage and orchestra pit unavailable. Black material extends from the bottom of the screen to the pit rail. Black masking

(*Continued on page 4*)

On All Nets

Suggest 'Oscar' Telecast As a Public Service

Seaton Here Next Week; May Air 1959 Idea Then

Influential industry figures are examining an idea, understood to have been advanced in Hollywood, of offering the annual Academy Awards telecast to all networks as a public service program.

It was suggested in responsible industry quarters yesterday that the idea may be brought up for discussion with the arrival here next week of George Seaton, Academy of M. P. Arts & Sciences president, for conferences with the Motion Picture Association board.

The idea is described as just that

(*Continued on page 2*)

Arkansas ITO Elects; Endorses Jameyson Plan

Special to THE DAILY

HOT SPRINGS, Ark., Apr. 1.—Endorsement of the Jameyson plan for exhibitors to form an investment trust to buy motion picture company stocks and the election of officers were the major events at the final

(*Continued on page 6*)

'Windjammer' Is Shown To Special Audience

The first showing of "Windjammer," Louis de Rochemont's production in the new Cinemiracle process, before a "theatre audience," as distinguished from laboratory screenings, was held at the Roxy Theatre here yesterday afternoon. An official of the theatre said the specially invited audience of several hundred included technicians of Ampex Corp., the Roxy theatre staff, de Rochemont representatives, theatre exhibitors, and their guests.

The film was still in a "rough" form for the showing, the Roxy spokesman added, but audience reaction was reported enthusiastic.

PERSONAL MENTION

LEONID KIPNIS, vice-president of Contemporary Productions, has left New York for Hollywood.

•

IRVING SOCHIN, general sales manager of Rank Film Distributors of America, has left New York for key cities of the Midwest.

•

CECIL MAITLAND and D. KING, of the M-G-M legal department in Britain, will arrive in New York today from London.

•

A. L. HAYNES, representative in England for National Screen, will leave here today for London via B.O.A.C.

•

CARLO PONTI and his wife, SOPHIA LOREN, will arrive in New York from Hollywood on Saturday, and will leave here immediately for Europe.

Services for Nayfack Will Be Here Tomorrow

Funeral services for Nicholas Nayfack, who died of a heart attack at his Beverly Hills, Cal., home on Monday, will be held at Campbell's Mortuary, Madison Ave. and 81st Street, New York, at 2:30 P.M. tomorrow.

Nayfack entered the motion picture industry in 1934 as a lawyer and was employed by the old Fox Film Co. at the time of its merger with Twentieth Century Productions. In 1936 he joined Metro-Goldwyn-Mayer as an executive. During World War II he served with the Navy as a lieutenant commander. In 1949 he returned to M-G-M as a producer and made 12 pictures there before he formed his own producing company, Pan Productions.

Nayfack was a nephew of Nicholas and Joseph Schenck. Survivors include his widow, Patricia; a son, Nicholas, Jr., his parents and two brothers.

'Nine Lives,' Academy Nominee, Available

W. M. Rolfsen, Norwegian film producer, was host at a screening here yesterday of his "Nine Lives," which was nominated by the Motion Picture Academy as one of the best foreign language pictures of 1957. The film, with English subtitles, is now available for distribution in this country. Exhibitors interested in booking the picture or in setting up another screening should contact the Norwegian consulate in New York.

RepublicPlan

(*Continued from page* 1)

owned two years ago had been disposed of with local franchise holders taking over distribution. The remaining 13 exchanges will be dropped as new deals are made. Similar contraction is going on abroad.

The company will continue to make television pictures and has a deal pending that is expected to bring in $2,000,000. Laboratory work on television films is controlled by Consolidated, Republic affiliate.

Yates said he was optimistic about the laboratory prospects and also for the profit outlook on studio rentals for TV films and theatre production by independents. Several pictures made by independents with financing guaranteed by Republic remain to be released. No more financing guarantees will be made.

Session's Validity Challenged

Immediately after Yates had called the session to order at the Essex House, George T. Vogel of White Weld & Co., holder of 1,500 shares, challenged the validity of the session on the ground that a reduction of two members in the 12-man board made by the board March 8 was illegal because stockholders had not been notified.

Yates commented: "The court refused to recognize your contention."

He proceeded with the meeting by announcing that 1,425,447 shares were represented by proxy, with 51,049 shares represented in person. The total was 1,476,506, of which, Yates said, 73 per cent were controlled by management.

The first order of business was the election of three directors. Management nominees were: John Petrauskas, Jr., Edwin Van Pelt and Douglas T. Yates. They were elected, 1,430,828 to 4,420.

Ask Court Reconsider Loew's Parody Verdict

From THE DAILY Bureau

WASHINGTON, April 1 — Jack Benny and the Columbia Broadcasting System asked the Supreme Court today to reconsider its March 17 tie vote giving Loew's Inc, victory in its copyright infringement suit against them and the American Tobacco Co.

Loew's charged that a Benny TV program burlesquing the film "Gaslight" was an infringement of the Loew's copyright on the film. Loew's won in the lower courts, and on March 17 a 4-4 Supreme Court vote, with Justice Douglas taking no part, sustained the lower court judgment.

The tie vote, however, meant that the court did not set any broad precedent on the question of whether a burlesque or parody is a copyright infringement.

Will Sell Rest of Post-'48 To High Bidder, Says Yates

Herbert J. Yates told Republic Pictures stockholders at the annual meeting yesterday that he intends to sell all the remaining post-1948 pictures in the inventory as soon as he can get his price.

Offers to date, he said, have been turned down, but he feels certain buyers will meet his figures because "television uses films so fast there will soon be a scarcity."

TOA Insurance Plan Offers Two Options

Details of the new group life insurance plan of Theatre Owners of America were disclosed yesterday by TOA. Coverage ranging from $5,000 to $20,000 is offered through the John Hancock organization.

Two options are available; one wherein all salaried personnel may be covered, the other in which all key management and supervisory personnel may be insured. The employer will pay the entire cost of the insurance. The policy provides double indemnity in the event of accidental death, and special benefits for dismemberment.

Coverage is as follows: Salaried employees earning $2,500-$5,000, $5,000 in insurance; earning $5,000 to $10,000, $7,500 insurance; earnings $10,000 to $15,0000, $10,000 in insurance; earning $15,000 but less than $20,000, $15,000 in insurance; earning $20,000 and over or as an individual owner, partner, or active corporate officer, regardless of salary, $20,000.

U.A. Associated

(*Continued from page* 1)

outstanding AAP debentures, UAA stated.

The purpose of the offer, according to the prospectus, is to enable UAA, upon acquiring suffcient shares, to purchase the film television business and other assets and properties of AAP. UAA said this will be an advantageous acquisition because of the financing and distributing assistance to be provided for it by United Artists Corp., and also because of the stepped-up basis of amortization and consequent tax savings which it is expected will accompany the transfer.

ASCAP Cites Bernstein

(*Continued from page* 1)

Leonard Bernstein, as the first native-born, native-trained conductor of the New York Philharmonic.

The dinner was preceded in the afternoon by the regular ASCAP business meeting, at which reports of president Paul Cunningham and the treasurer were submitted.

Academy TV

(*Continued from page* 1)

at this stage. Nothing has been done about it, or with it, yet. Hence, the atitiude of the television networks is not known, nor, for that matter, is the majority industry opinion of the idea known.

On the one hand, it is suggested that a program which attracted 60 to 70 million or more viewers, by virtue of that fact alone, might be considered in a public service category and of interest, as such, to all networks. On the other hand, it would mean that networks would have to forego revenue from their sponsored programs during the 90-minute or more Oscar telecast, which would cover prime evening hours in two-thirds of the nation.

In this connection, the problem of individual station attitude would have to be considered by networks.

For the industry, it would mean getting off the hook for the $650,000 to $800,000 costs of putting the show on the air. It could also mean losing a large measure of control of the telecast, including the intrusion of commercials during station breaks.

A better slant on the still nebulous idea no doubt will be available if it is introduced into the discussions with Seaton next week. While here the Academy head will review the situation with respect to last week's Oscar telecast, obtain the reactions of top executives of the companies that advanced the money for the show, and discuss the prospects for the future, which latter may have to take in the sponsorship or method of presenting next year's telecast.

Admissions and Receipts Fall Again in Britain

LONDON, Apr. 1.—The latest installment of Board of Trade statistics clearly reflects the already accepted pattern of a drastic decline in film business here. The Board's Journal says that the declines vary regionally, but are obviously related to the growth of commercial TV coverage.

Theatre admissions in the fourth quarter, always an off season, were approximately 190,000,000. These are, nevertheless, 22 less below the comparable 1956 figure. Gross receipts for the fourth quarter were 20.3 million pounds, 15 per cent less than for 1956.

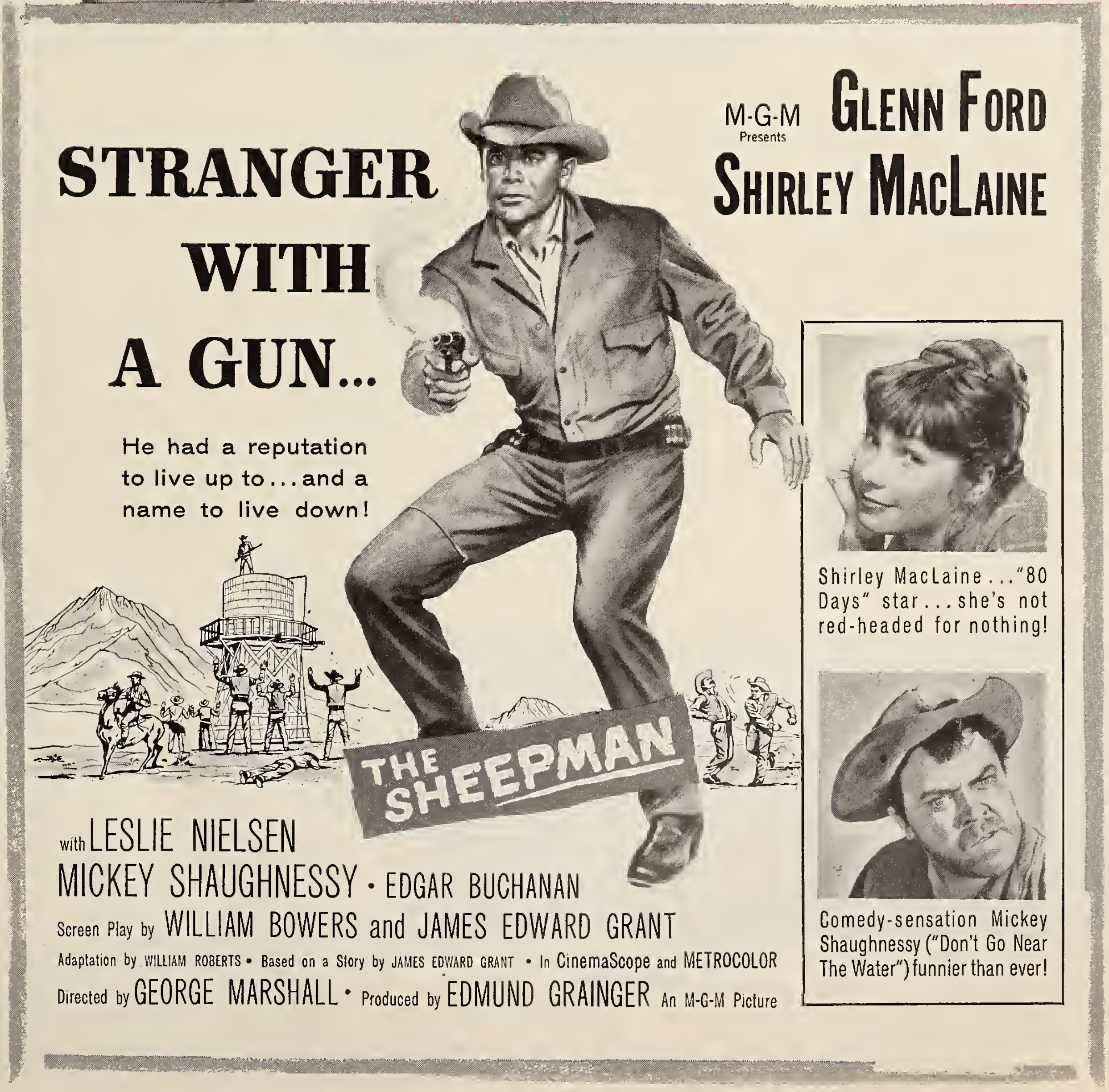
Honor Goldwyn Today

LOS ANGELES, Apr. 1. — The Los Angeles Community Chest will present its top individual award to Samuel Goldwyn tomorrow, at the chest's second annual awards luncheon at the Statler Hotel, as the largest single contributor to the organization's 1957 campaign through his $40,000 gift to the Motion Picture Permanent Charities Committee.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

TALK ABOUT BUSINESS BUILDING!

The fans who packed theatres for "Teahouse Of The August Moon" and "Don't Go Near The Water" have another Glenn Ford treat in store!



M-G-M Presents **GLENN FORD**
SHIRLEY MACLAINE

STRANGER WITH A GUN...

He had a reputation to live up to...and a name to live down!

THE SHEEPMAN

with LESLIE NIELSEN
MICKEY SHAUGHNESSY • EDGAR BUCHANAN
Screen Play by WILLIAM BOWERS and JAMES EDWARD GRANT
Adaptation by WILLIAM ROBERTS • Based on a Story by JAMES EDWARD GRANT • In CinemaScope and METROCOLOR
Directed by GEORGE MARSHALL • Produced by EDMUND GRAINGER An M-G-M Picture

Shirley MacLaine..."80 Days" star...she's not red-headed for nothing!

Comedy-sensation Mickey Shaughnessy ("Don't Go Near The Water") funnier than ever!

Ad campaign sells star value and action!

M·G·M BACK ON TOP IN '58!

Paramount Theatre Reopens with New Look

(CONTINUED FROM PAGE 1)

frames sides and top, with legs and valance completing a black "void" in which the screen, as the description goes, is "floated." The new screen is a Hurley "Crystalite," which has a "pearl" type surface with lenticular embossing. The screen is 65x27 feet. Projection of CinemaScope productions will be to dimensions of about 61x26 feet, and non-anamorphic pictures at the same height in a 1.85/1 ratio. The projection angle is 21 degrees with a throw of 175 feet.

The only other equipment change for the present is installation of new Simplex projectors. These are XL models with curved gates. Projection light sources remain Strong lamps installed several years ago, using Lorraine carbons with 11mm trim at 120 amperes.

In recent years the Paramount CinemaScope picture has been about 52 feet wide, with a metallic screen. The new screen has a gain of about 1.5 (over magnesium carbonate).

Restoration Achieves Dignity

Inside the immense theatre, with its grand foyer and numerous lesser halls from sublevel to balcony floor, and an auditorium seating 3,800, restoration has so far consisted in removal of various gaudy poster frames superimposed on bronze and marble architeotural elements, in replacement of carpets and other furnishings, in return from exile of assorted works of art.

The original decor placed paintings and sculpture valued at hundreds of thousands of dollars throughout the foyers and lounges of the Paramount. While some of the paintings were left, the sculpture was packed and stored. Pieces of art thus banished are being recalled to grace chambers that were thus described when unveiled for the glorification of the motion picture 30 years ago:

"Passing through the entrance doors, one enters the Hall of Nations. This leads to a grand stairway of marble and bronze to the upper floors. On the opposite side of the room there is a panel on the wall exhibiting a collection of gems from various parts of the world. The story of each is told in bronze tablets and inscriptions." This has since been covered with an attraction advertising display, which is scheduled to be removed so that the gems may again be enjoyed. . . . From this lobby—

"Through a broad archway one now gets a vista of the Grand Hall, which is 150 feet long, 45 feet wide, 50 feet high. The domed ceiling is supported by massive marble columns, and at the opposite end is a grand stairway of marble widening to a mezzanine landing, where there is a marble fountain surmounted by a fine piece of sculpture."

Everywhere the great theatre offered the elegant leisure of lounges, from the vast Elizabethan Room for general use to such lesser ones, some exclusive to one sex or the other, as the College Room, the Chinoisorio, the Venetian Room, Club Room, Hunting Room, Jade Room, Powder Box, Marie Antoinette Room, Colonial Room, Empire Room, yet others. The present management, headed by Robert K. Shapiro, states that completion of the restoration will give them substantially their original character.

In one aspect, however, the Paramount is not reverting to its original state. As designed, the front had an arched marquee, with a coved soffit, to harmonize with the arched window panels of the facade. In 1948 that ornamental marquee, fashioned principally to serve as a protective canopy, was rebuilt to provide large attraction advertising panels on each side and brilliant lighting beneath. It is not being disturbed.

In the auditorium there is another exception. The mezzanine—a shallow tier of seating forming a horseshoe in the manner of a grand opera house—is not being used. The balcony obstructs vision from some parts of it to the top of the screen.

Otherwise, the Paramount theatre relives tonight an occasion reminiscent of its gala opening. Reporting that event, *Motion Picture Herald* called the theatre and the skyscraper erected to house it and the home offices of Paramount Pictures, "not only a crowning achievement for the career of Mr. Zukor, but as well a celebration of the industry's conquest over many of the ills and disadvantages that handicapped its earlier years."

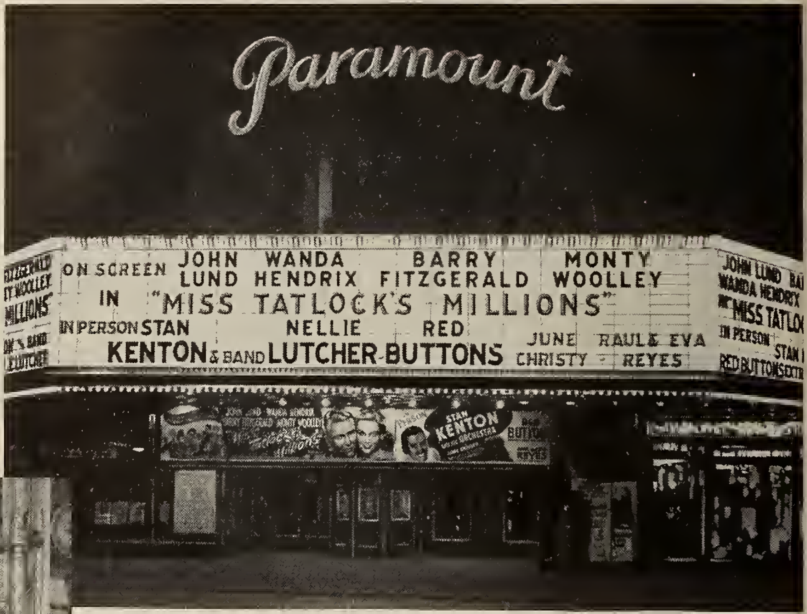
Tonight, under the impetus of subsequent conquests over new ills and disadvantages, the Paramount theatre reclaims the importance for which it was designed.

Lincoln Limited
AIR CONDITIONED
AIR RIDE BUSSES
TO
LAKEWOOD
ATLANTIC CITY
SMITH'S
BAR
RESTAURANT
PARKING
ALL NIGHT
5PM-7AM

THE LUXURY of parking—be our guest!—is for the Paramount patron now. This is the Laubell lot, at 245 West 41st, where you may deposit your car weekdays from 6 in the evening to 4 in the morning, all day Sunday. It holds 125 cars, and Laubell has another nearby holding hundreds more.

Monroe and Stars to Glitter at Opening

Marilyn Monroe heads a contingent of entertainment world celebrities and society notables who will walk across a golden carpet into the refurbished Paramount Theatre this evening to attend the gala Actors' Studio benefit premiere of 20th Century-Fox's "The Young Lions." (Stills on page 6.) The Studio will also sponsor a midnight supper and dance at the Waldorf-Astoria Hotel. ABC television cameras and disc jockey Martin Block for the radio audience will cover.


Paramount
ON SCREEN JOHN LUND WANDA HENDRIX BARRY FITZGERALD MONTY WOOLLEY
IN "MISS TATLOCK'S MILLIONS"
IN PERSON STAN KENTON & BAND NELLIE LUTCHER RED BUTTONS JUNE CHRISTY RAUL & EVA REYES

The handsome entrance of the Paramount has long been concealed by ballyhoo fronts as above. Cleaned of accumulated grime, left, the rich ornamentation is displayed again.

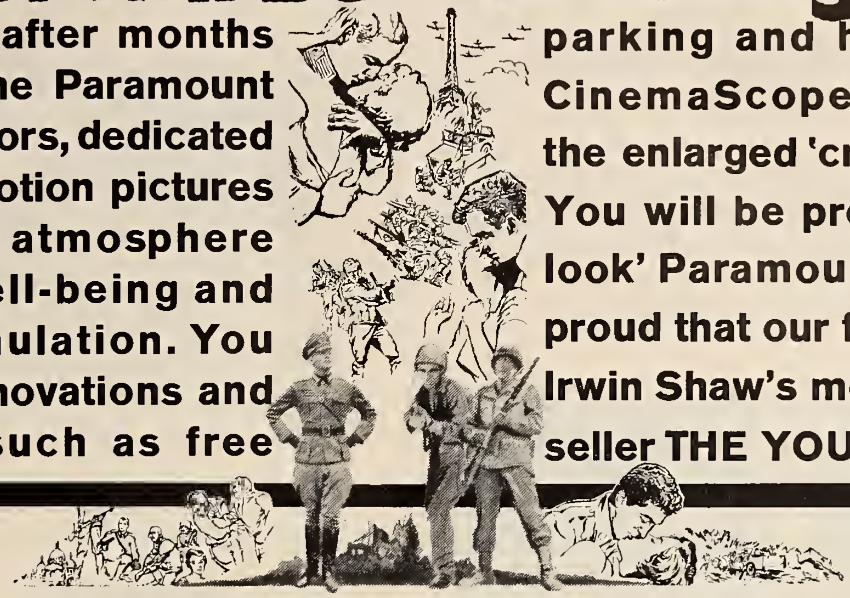
Bob is the Manager Everybody Knows

BOB SHAPIRO probably is that theatre manager whom everybody on Main Street knows; in this instance, it's Broadway. It's not merely that his theatre is the locus of our industry; nor that Bob started traditionally, and a long, long time ago (1928) as an usher at the Rialto, on Broadway. It is that wherever there is industry activity, the managing director of the Paramount is there. This means Variety, it means the B'nai B'rith, it means the Red Cross, March of Dimes, the countless industry endeavours to help the community.

From the Rialto staff, Bob came to the Paramount. This still was apprenticeship; he served at the Criterion, the Rivoli, the Brooklyn Paramount as a financial man, and assistant manager; and then returned finally in 1933, as treasurer. Then . . . assistant managership in 1936; house managership, 1941; managership, 1945, and managing directorship, 1954.

The First Will Be 'The Young Lions'

Tonight, after months of preparation, the Paramount will re-open its doors, dedicated to the finest in motion pictures presented in an atmosphere conducive to well-being and a sense of stimulation. You will find many innovations and new features, such as free parking and high definition CinemaScope projection on the enlarged 'crystalite' screen. You will be proud of the 'new look' Paramount—and equally proud that our first attraction is Irwin Shaw's monumental best-seller THE YOUNG LIONS.



The First Will Be...

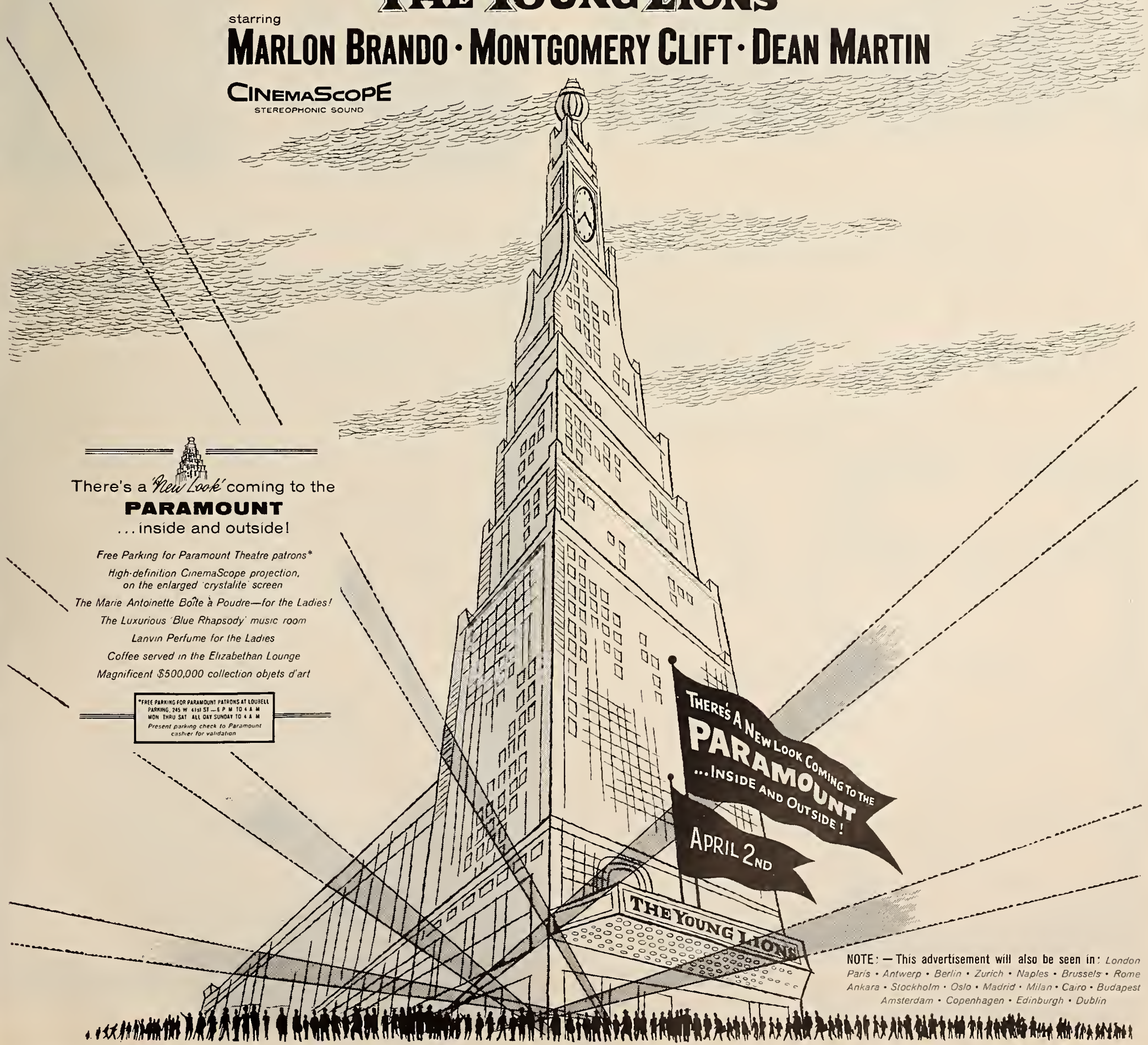
20th Century-Fox's MAGNIFICENT PRODUCTION

THE YOUNG LIONS

starring

MARLON BRANDO · MONTGOMERY CLIFT · DEAN MARTIN

CINEMASCOPE
STEREOPHONIC SOUND



There's a *New Look* coming to the
PARAMOUNT
...inside and outside!

*Free Parking for Paramount Theatre patrons**
High-definition CinemaScope projection, on the enlarged 'crystalite' screen
The Marie Antoinette Boîte à Poudre—for the Ladies!
The Luxurious 'Blue Rhapsody' music room
Lanvin Perfume for the Ladies
Coffee served in the Elizabethan Lounge
Magnificent $500,000 collection objets d'art

*FREE PARKING FOR PARAMOUNT PATRONS AT LOUBELL PARKING, 245 W 41st ST—6 P M TO 4 A M MON THRU SAT ALL DAY SUNDAY TO 4 A M
Present parking check to Paramount cashier for validation

NOTE: —This advertisement will also be seen in: *London Paris • Antwerp • Berlin • Zurich • Naples • Brussels • Rome Ankara • Stockholm • Oslo • Madrid • Milan • Cairo • Budapest Amsterdam • Copenhagen • Edinburgh • Dublin*

also starring HOPE LANGE · BARBARA RUSH · MAY BRITT · Produced by AL LICHTMAN · Directed by EDWARD DMYTRYK · Screenplay by EDWARD ANHALT · Based on the Novel by Irwin Shaw

'The Young Lions'

To inaugurate its "new look" the Paramount on Times Square has selected an epic in keeping with the occasion with 20th Century-Fox's "The Young Lions," which was produced in CinemaScope.

War and romance are the main themes of "The Young Lions," which tells th stories of three men involved in World War II. Marlon Brando (above, far lef plays a Nazi soldier whose romantic interest is May Britt, with whom he is show at right below. Montgomery Clift is American soldier who weds Hope Lang (photo at left below).

Two of the "Young Lions," Dean Martin and Montgomery Clift, who play American soldiers, meet again in a Southern Army camp in this scene.

MOST IMPORTANT IN THE "NEW LOOK"
OF THE
PARAMOUNT
THEATRE
IS THE 31' x 62'
HURLEY
"CRYSTALITE"
LENTICULAR SCREEN
. . .
"the newest in motion
picture screens"

THE 3 LARGEST MOTION PICTURE SHOWPLACES
★ IN NEW YORK USE ★
HURLEY LENTICULAR SCREENS

HURLEY SCREEN COMPANY
96-17 NORTHERN BLVD. • CORONA, N.Y.

Russians 'Interested'

(*Continued from page* 1)

the past week. However, they didn't say which or how many.

U.S. companies will show the Russians additional films between now and the next U.S.-Soviet film meeting on Apr. 8. American officials have so far screened four Russian films, and will screen more during the coming week.

Today's meeting, which lasted over three hours, was the second meeting between U.S. and Russian film officials to attempt to implement the film provisions of the recent U.S.-Soviet cultural exchange, and like the first, was chiefly exploratory and indefinite. The negotiators are confining their discussions now to mutual sales of films and not going into "film weeks," joint production or other parts of the cultural accord.

'Merry Andrew' Bows In Hollywood Tonight

From THE DAILY Bureau

HOLLYWOOD, Apr. 1. – The local premiere of MGM's "Merry Andrew" takes place tomorrow night at 8:30 P.M. at the Pantages Theatre. All proceeds will go to the Variety Boys Club, sponsored by Tent No. 25 of Variety International.

More than 100 screen celebrities are expected to be present and leading the parade to join state and local officials in the first night audience will be star Danny Kaye and his co-stars Pier Angeli and Baccaloni.

Technicolor

(*Continued from page* 1)

profit for 1957 of $95,946 after pro vision for Federal and foreign in come taxes and after including a non recurring special item of capital gai of $563,994 on the sale of land. Th income also was reduced by th chargeoff of $446,369 required b abandonment of the graphic arts di vision. The result compares with ne profit of $1,226,149 for the precedin year.

Assets Total $7,853,531

Net sales last year amounted t $24,674,620, compared with $29,445,950 in 1956. Consolidated curren assets at the end of 1957 amounte to $7,853,531, and current liabilities $2,673,798. Cash balance an government obligations amounted t $4,264,881.

Arkansas ITO

(*Continued from page* 1)

sessions here today of the Independent Theatre Owners of Arkansas.

A report on the Jameyson plan wa presented to the membership b three boards members, and the ful meeting then endorsed the idea.

Officrs elected were as follows: president, J. Fred Brown; vice-president, Roy Cochran; secretary-treasurer, Nona White; chairman of th board, K. K. King; representative t the national TOA board, Brown legislative director, B. F. Busby. Directors were also elected.

The decorating of the PARAMOUNT THEATRE

has been devised and executed

by

WEGIER
DECORATING
COMPANY, INC.

111 East 42nd Street
New York 17

Murray Hill
6-3610

DOUBLE PROFITS PLUS WITH BUTTER-MAT

Users say this automatic butter dispenser will step up profits 250%. Handsome in stainless steel and enamel, thermostatically controlled, BUTTER-MAT dispenses 75 servings per minute and counts them. Write for low price and specifications.

Buttercup
Popcorn

BUTTERCUP—MORE SERVINGS PER POUND

You get 80 servings per pound of butter — a $4.00 return — when you serve buttered popcorn in these trademarked, drip-proof BUTTERCUP cup. Ten sales aid accessories: Happy Apron, Super Sparkler 30" Buttercup replica. Butter Pusher plastic wall or counter sign, Buttercup replica 18" high, Miss Buttercup mobile, Buttercup balloons, and Buttercup screen trailer.

Buttercup
Popcorn

OTHER "BEST SELLERS": HOTRAY— BUTTERMATIC WARMER— BUTTER SERVER— COLDISPLAY— JUNIOR COLDISPLAY— FRONT & REAR SERVICE CANDY CASES— BUTTER CONSOLE— DISPLAY STAGE

SUPURDISPLAY, INC. 1324 W. Wisconsin Avenue, Milwaukee 3, Wis.

Lorraine
ORLUX
Carbons

PREFERRED
EXCLUSIVELY BY
THE
PARAMOUNT
THEATRE

**FOR MORE
THAN A
DECADE**

For the "New Look"
in projection . . .
Lorraine Carbons

CARBONS, INC.
BOONTON NEW JERSEY

LORRAINE CARBONS . . .
the ultimate in efficiency!
MORE REELS per CARBON . . .
means longer burning!
MORE LIGHT per AMPERE . . .
means less cost for current!

LARGE CORE AREA
gives . . .
More Brilliant Illumination
Sharper, Brighter Picture
Perfect Color Balance

FOR "REEL" ECONOMY . . . USE Lorraine Carbons
IN ANY LAMP, ON ANY SIZE SCREEN
IN ANY THEATRE OR DRIVE-IN

TWO GREAT HOTELS IN THEATRE SQUARE WELCOME THE "NEW LOOK" PARAMOUNT

THE FAMOUS
HOTEL Astor

44TH TO 45TH STREETS AT BROADWAY
NEW YORK 36, NEW YORK • JUDSON 6-3000

1,000 air-conditioned rooms each with radio and TV. Completely modernized, The Astor offers the last word in luxurious accommodations plus the largest banquet facilities in the world.

Rates from $8.00 single • $12.00 double

ZECKENDORF HOTELS

NEW YORK'S NEWEST
HOTEL Manhattan

44TH TO 45TH STREETS AT EIGHTH AVENUE
NEW YORK 36, NEW YORK • JUDSON 2-0300

1,400 air-conditioned rooms each with radio and TV. Outstanding facilities for tours, group business, athletic teams and private functions. A variety of exciting new restaurants.

Rates from $6.50 single • $9.50 double

Television Today

One Man's TViews

By Pinky Herman

BY SIMPLY (Simply?????) pre-empting next Wednesnite's "Kraf TV Theatre," NBC, aided and abetted by Benny Goodman, Ell Fitzgerald, Dave Garroway, Harry James, McGuire Sisters, Jo Staffor Ray Eberle, Bambi Linn & Rod Alexander, Red Norvo and Teddy Wilso will "Swing Into Spring" with a full hour musical colorcast (9:00-10:00 originating at the Brooklyn studios produced by Charles Dubin for th Texas Company. . . . (Swing Low, Sweet Clarinet.) With Prexy Ralp Bellamy tossing out the first ball in colorful ceremonies emceed by Joh Effrat, the Broadway Show League (16 softball teams representing cu rent Broadway shows, the Lambs and The Friars) will open its fourt season May 15 at Central Park in Gotham. . . . NTA's "High Noon, telefilm co-starring Gary Cooper and Grace Kelly, adding new ratin laurels to the film's box office and record of achievements. . . . Her rece guestint on the "Jimmy Dean CBShow" recently may launch Kathy Ba into the moom pitchers. Kathy is as easy on the eyes as on the ears. . . Jim Kimberly, wealthy Chicago sportsman and racer has been name veepee at Kling Pictures. . . . Three unrelated Coopers just figured in new deal. Frank Cooper has set scripter Burt Cooper to write severa segs for Jackie Cooper's "People's NBChoice" teleseries. (could Sup Cooper's Hooper).

☆ ☆ ☆

ABCongratulations are in order as a result of that net winning f the second year in succession the "George Foster Peabody Award" f TV news coverage. For John Daly it was his third such honor, havin copped this coveted citation in 1956 and 195 previously. . . . Claude Casey, handsome singi cowboy star of the Carolinas, recording artist a featured in several Hollywood westerns, has ju signed as a featured Singer-Deejay at Station WBL Batesburg, So. Carolina. Casey's legion of admire and listeners will be augmented by the thousan because not only does he sing as a lark but his ze and efforts to boost local and national welfare e deavors, have always proven fruitful. . . . Gay Rescher, who turned in a brilliant job as chief ca eraman for the forthcoming Cinemiracle flicker, on location in Puerto Rico for Columbia Pictur and will miss the N.Y. preem of the production next week at the Rox Theatre. . . . Remember Wee Willie Robyn, Radio's pint-sized barito with the tremendous voice? He's now a cantor and thrills his congreg tion regularly at the Temple Israel Center in White Plains, N.Y. . . Hal March back from the coast where he made a pilot of a new sit ation-comedy series. . . .

John Daly

Forms Company to Produce on Videotape

By FLOYD STONE

Howard Meighan is resigning this week as CBS vice-president and in cooperation and with backing of Ampex will make, in New York first, then on the Coast and eventually in the Midwest commercials on videotape. He has registered the title, Videotape, and it heads his corporations. He told reporters before leaving for the coast that Ampex has 45 per cent of the New York producing company, and he the remainder; the California and the other company remain "flexible," for investors.

He said he has plenty of backing, and expects plenty more, because t saving in the method of which he sa he is the chief and most efficient p ponent and exponent, is staggerin and certainly the way of future T After commercials, he indicated, w come entertainment films.

Immediacy, economy and efficien and fidelity (better than film), a the factors which he offers the b ad agencies, he pointed out, and ad ed weeks of production, millions man hours, and certainly quite a fe men personally, are going to be eli nated. Ampex, he disclosed, now h an editing attachment, which w work through interruption of the T scanning impulses, and use "ele tronic sprocketholes." Stations n have 100 Ampex machines, he sa and more are being installed.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 65 NEW YORK, U.S.A., THURSDAY, APRIL 3, 1958 TEN CENTS

Thru Exchange Pact

Wide Interest In Film Trade With U.S.S.R.

Majors and Independents Seen Eager to Sell, Buy

By J. A. OTTEN

WASHINGTON, Apr. 2—All major studios and a number of independents have indicated interest in selling films to Russia and in distributing Russia films here, according to preliminary estimates of the proposals filed with the U.S. Information Agency by the deadline, which was reached today.

Turner B. Shelton, agency film director, said bids still are coming in, and that they will not be assessed for several days. Following the next meeting with the Soviet film delegation, scheduled for Tuesday, details of the Hollywood proposals will be made public. Thus far, he added, more than

(*Continued on page* 3)

Republic Holds Annual Election of Officers

Herbert J. Yates was reelected president of Republic Pictures, and Richard W. Altsohuler, John J. O'Connell, Sidney P. Solow and Douglas T. Yates vice-presidents at a meeting held here yesterday.

Other officers named are: John

(*Continued on page* 2)

Weintraub Buys Tarzan And Sol Lesser Company

Controlling interest in Sol Lesser Productions, Inc., has been acquired by Sy Weintraub of New York. The deal, for a figure in excess of $3,500,000, includes the theatrical and television rights to the "Tarzan" char-

(*Continued on page* 2)

Television Today Page 6

Picture Quality, Availability Keep Attendance on Upgrade: Downing

Better quality pictures and a marked increase in their number have been accompanied by a corresponding improvement in attendance and grosses at Radio City Music Hall in the first quarter of this year compared with the corresponding period last year, Russell V. Downing, president, reports.

Russell Downing

The steady output of films for roadshow treatment or other special handling has presented no problem thus far to the world's premiere theatre which depends on top quality product having an appeal to the widest type of audiences to keep its 6,200 seats filled most of the time. Downing said the Hall already is booked to July

(*Continued on page* 3)

Ad Agency 'Council' Will Aid B-B Drive

The six advertising agencies which serve the motion picture industry have been organized into a consulting council to aid the industry's business-building campaign, Paul N. Lazarus, Jr., chairman of the campaign operat-

(*Continued on page* 2)

Fire Marshals Approve Gas for In-Car Heaters

Asserting that there is no basis for doubting the safety of Bernz-O-Matic flameless in-car heaters employing propane gas as the source of heat, M. Capell, secretary of the Otto Bernz Company, Rochester, N. Y., has issued a statement, in the form of an affidavit, in which he cites favorable action of state fire marshals following an adverse ruling in Pennsylvania, of which they had been apprised.

In Rhode Island, Capell states, the

(*Continued on page* 6)

No Decision Yet on Col. Production Head

Columbia Pictures' special committee composed of five members of the board of directors, selected to recommend a production and an administrative head to the full board, has not yet reached a decision, it was announced here yesterday, following a meeting of the full board. The board of directors will act upon the com-

(*Continued on page* 3)

26th Annual Edition of 'FAME' Goes in Circulation This Week

The 1958 FAME, Quigley Publications annual which has become widely known and accepted as the authoritative audit of personalities of the screen and television, went into circulation this week.

The 26th edition, 198 pages on heavy coated stock and in several colors, is divided into three sections. The Hall of Fame for motion pictures presents the Top Ten Money Making Stars of 1957, the Champion pictures of the year and the Annual Champion pictures of 1957 and preceding years, and the Champion Producers, Directors and Writers.

The Money Making Star Poll which excited considerable comment when it was released in January because for the first time in its history exhibitors elected no feminine stars to the elite, is headed by Rock Hudson. Others are John Wayne, Pat Boone, Elvis Presley, Frank Sinatra, Gary Cooper, William Holden, James Stewart, Jerry Lewis and Yul Brynner.

A feature story on the poll by William R. Weaver points out that while a total of 68 stars have won the 260 Top Ten Placements voted by exhibitors in the 26 annual polls, only 29 of the 68 have been girls and that most of these were in the early years of the poll. In 1933 and 1934 for instance six out of the ten were female but the male stars have been in the ascendancy ever since.

The second motion picture section

(*Continued on page* 2)

Allied States

To Press for ClearanceOver Films on TV

Adams Lauds Academy Telecast, B-B Campaign

A contractual understanding of the theatre's position with respect to the playing of films to be shown on television is needed and continues to be an objective of Allied States, Horace Adams, Allied president, said yesterday.

Horace Adams

Reached by telephone in his Cleveland office, Adams explained that individual meetings of Allied representatives with key executives of distribution companies had not been held because of conflicting engagements on both sides, but that efforts to determine mutually acceptable dates would be continued.

"Protection is a well-established principle in this business," Adams observed. "The theatres for whom the pictures were made and by whom they were paid for are entitled to

(*Continued on page* 6)

Expects Plan to End Arbitration Stalemate

It is expected that a resumption of meetings of the joint industry arbitration conference will take place as soon as the various exhibitor-distributor committee members can settle on a date agreeable to all, Horace Adams, Allied States president, said yesterday.

At that time, he indicated, distributors may propose their first formula for dealing with the problem of print availabilities which stalemated the conference last fall. Allied States has taken the position that it is useless to engage in further discussions until distributors advance some plan for solution of the availabilities problem.

READ THESE AUTHENTIC "GOD'S LITTLE

- It is the best selling novel of all time.
- It was brought to trial as "lewd and immoral"—but the praise of such great names as Franklin P. Adams, Sinclair Lewis, Alexander Woollcott, James T. Farrell, and Carl Van Doren defended it!
- Georgia, where the story takes place,

SECURITY PICTURES INC.
PRESENTS
ERSKINE CALDWELL'S

Erskine Caldwell
GOD'S LITTLE ACRE

AN
ANTHONY MANN
PRODUCTION

GOD'S LITTLE ACRE

ON THE SCREEN!

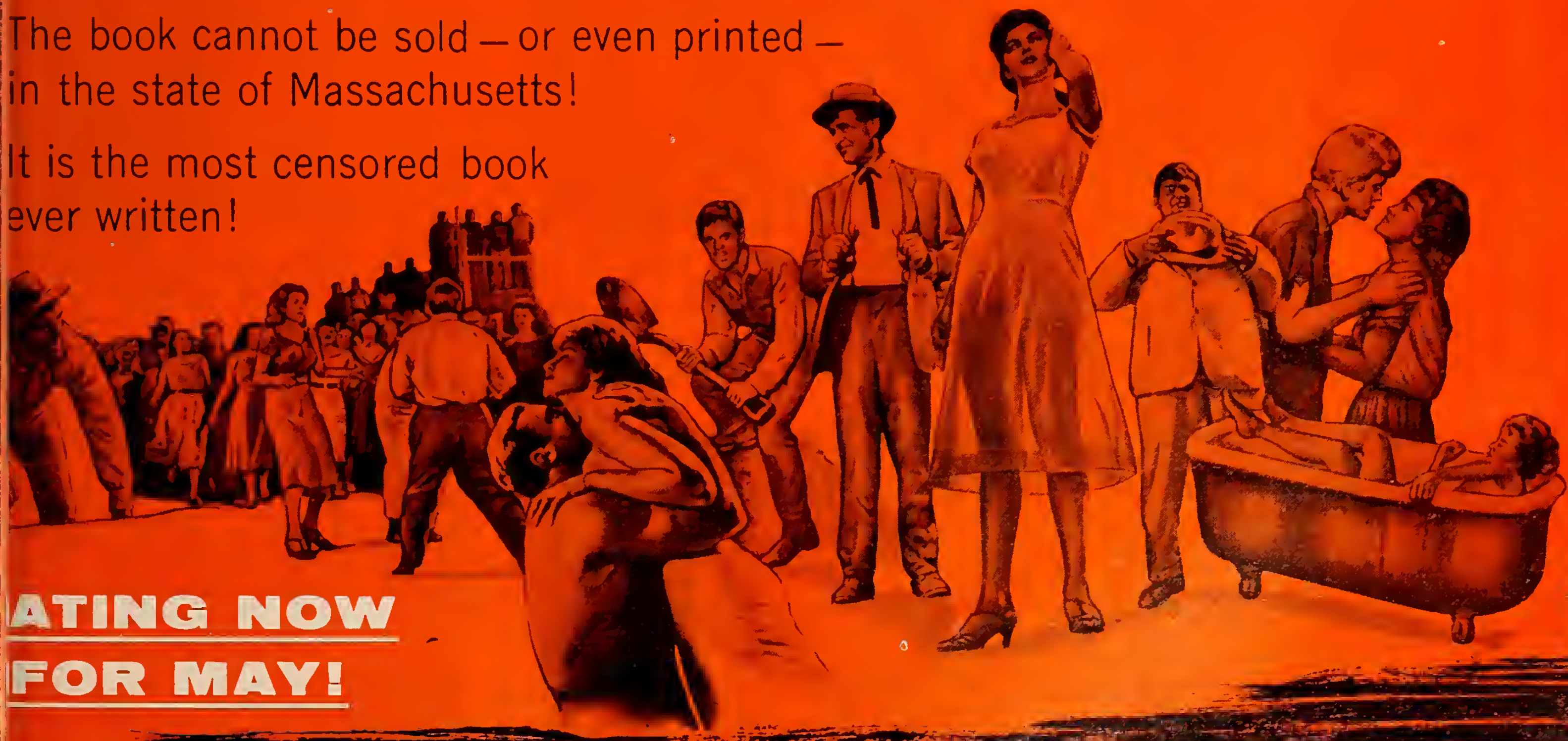
STARRING
ROBERT RYAN
ALDO RAY

AMAZING,
FACTS ABOUT
ACRE"!

was "inhospitable" to the location crews — and the picture had to be made elsewhere!

The book cannot be sold — or even printed — in the state of Massachusetts!

It is the most censored book ever written!



ATING NOW
FOR MAY!

CO-STARRING
UDDY HACKETT JACK LORD · VIC MORROW · FAY SPAIN · HELEN WESTCOTT
WITH
LANCE FULLER · REX INGRAM · MICHAEL LANDON
AND INTRODUCING
TINA LOUISE

THRU UA

eenplay by PHILIP YORDAN · Based on the world's best-selling novel by ERSKINE CALDWELL
ected by ANTHONY MANN · Produced by SIDNEY HARMON · Music composed and conducted by ELMER BERNSTEIN

Television Today

M. P. DAILY

AT THE PEABODYS: the scene yesterday at the Roosevelt.

18th Peabody Awards Given; Three Major Webs Honored

Before a full house at the Hotel Roosevelt yesterday, the Radio and Television Executives Society played host at the presentation of the eighteenth annual George Foster Peabody Radio and Television Awards. But the presentation almost was anti-climactic, because "Time Magazine" appeared on midtown newsstands Tuesday night with the award story, so the "New York Times" did likewise yesterday morning. The story was for release not before 1 P.M. yesterday.

However, with Robert W. Sarnoff of NBC and Dr. Frank Stanton of CBS among the dais guests, Bennett Cerf, as chairman of the Peabody Awards board, and Dean John E. Drewry of the University of Georgia's Grady School of Journalism did the honors. The school, with the board, administers the annual awards. John Daly, RTES president, presided, and took an award besides.

The achievement awards for 1957 were as follows:

Radio and Television News: CBS, for depth and range, including "Face the Nation," "See It Now," "The 20th Century" and "This Is New York."

Television News: ABC for "Prologue '58" and other significant news coverage by John Daly and associates.

Local Radio-Television News: Louis M. Lyons, WBGH, Boston.

Television Entertainment (musical): "The Dinah Shore Show," NBC.

Television Entertainment (non-musical): "Hallmark Hall of Fame," NBC, with special mention of "The Green Pastures," "There Shall Be No Night," "On Borrowed Time," "Twelfth Night," "The Lark," "Yeomen of the Guard."

Television Education: "The Heritage Series," WQED, Pittsburg.

Local Radio Education: "You Are the Jury," WKAR, East Lansing, Michigan.

Television Youth and Children's Programs: "Captain Kangaroo," CBS.

Local Television Youth and Children's Programs: "Wunda Wunda," KING-TV (ABC), Seattle.

Television Public Service: "The Last Word," CBS.

Local Television Public Service: "Panorama," KLZ-TV (CBS), Denver.

Local Radio Public Service: KPFA-FM, Berkeley, California.

Television Contribution to International Understanding: Bob Hope, NBC.

Special Radio-Television Awards: NBC, for its outstanding contribution to education through (a) the series of educational programs fed to educational stations across the country; and (b) the "Know Your Schools" project by NBC owned and operated stations.

Special Radio - Television Award: Westinghouse Broadcasting Company, Inc., for its Boston Conference and the high quality of its public service broadcasting.

FCC Approves Grant Of TV Channel to WJR

From THE DAILY Bureau

WASHINGTON, Apr. 2.—The Federal Communications Commission has reaffirmed its grant of a Flint, Mich., TV channel to WJR, Inc.

The FCC originally proposed the grant to WJR in May, 1954. The grant was contested in the courts by W. S. Butterfield Theatres and another applicant competing for the channel, and the courts ordered the FCC to reconsider. The FCC did, but said today it still felt the channel should go to WJR.

Talbot Will Have 3 From USSR for TV

By FLOYD STONE

He will have three five-minute films for television to begin with, and more if he succeeds in selling them to stations here, Paul Talbot, president of Fremantle Overseas, told reporters here at his Madison Avenue office after returning from five days in Moscow.

He added that the Russians are willing to make a feature, also at his suggestion, and also dependent upon his success here.

The five-minute series would be "Spotlight on Russia," and presumably would be useful to stations not affiliated with networks supplying overseas information.

Picture-for-Picture a Problem

Talbot pointed up one difficulty which makes him look upon the long-range exchange of such cultural information pessimistically. Moscow exchanges television films, picture-for-picture, no money. He suggested that TV film distributors abroad appoint an "Eric Johnston." He feels that, as in the instance of the film industry, there is for television films a big market in the U.S.S.R. He said he was told that Moscow, alone, has 1,200,000 sets, the Soviet Union 45 stations, which this year is expected to increase to 80.

Talbot said that added to the difficulty of making money where officially no money is involved, an industry distributor representing only himself finds dealing with an official representative of a government a real hardship.

Fire Marshals Okay

(*Continued from page 1*)

fire marshal conducted tests "and after additional proof, the attorney-general of Rhode Island, on March 25, 1958, declared that there exists no basis for denying the use of Bernz-O-Matic heaters, operating on LP gas, after indicating that the state will not take sides among competitive products. Thus," the statement points out, "the Cranston and the Lansdale drive-ins, both in Rhode Island, are now operating with our Bernz-O-Matic heaters."

Approved in Massachusetts

Massachusetts, Capell continues, "upon the presentation of the facts and tests made by the marshal, rescinded their restriction and the use of Bernz-O-Matic heaters has been authorized."

The fire marshal of Delaware, according to the affidavit, told the manufacturer that his ruling against this type of heater "was merely predicated upon an alleged letter which he had received." Given a "few facts" about the Bernz heater, the statement adds, the Delaware marshal "stated that if such were the facts, there would be absolutely no objection whatsoever to the use of the Bernz-O-Matic heater in drive-in theatres in that state."

TV Clearanc

(*Continued from page 1*)

protection over television. We are t
first market. It has been conclusiv
demonstrated that television exhibiti
of theatrical films can be disastrous
this primary market. Meetings betw
exhibitors and distributors to effec
contractual understanding on the su
ject are needed now as much as eve

Adams opined that little of a co
clusive nature can be accomplish
in the way of effecting a ban on t
sale of post-1948 releases to TV.

Sees Qualification Inevitable

"Chief executives of distributi
companies are obliged to qualify a
statements they make on the su
ject," he observed. "They cann
stipulate there never will be a s
of such product to television. A
understandably so. Management m
be obedient to a board of directo
and boards are responsible to sto
holders.

"Let a company president ignore
directive of his board and he wou
not remain president for long. F
every time a picture is sold to te
vision it hurts theatres."

The Allied president was enthus
stic in his reactions to last wee
industry's sponsored telecast of t
Academy Awards presentations.

"It was a tremendous plus for t
industry," he said, "a great impro
ment over previous year's progra
It impressed me as being well p
duced, and I'm sure the public a
preciated its having been present
by the industry without commercia
At the same time, it benefited th
tres by crediting them with help
to make the show possible."

Busiest Season Is Now

Adams reported some improvem
in theatre business in the Clevela
and out-state areas in recent mont
attributing it to a better supply f
stronger product. In addition to fo
wall and drive-in operations, he is a
executive of race tracks in Ohio a
Kentucky and said his work load s
at its heaviest now with preparatio
for reopening both outdoor theat
and the race tracks, going ahead c
currently. [The reporter's phone c
caught him eating a hurried lunche
at his desk and should he prove ev
tually to have been misquoted on a
of the topics under discussion, it c
be attributed in advance to a gus
tory speech impedimenta and not
Bell Telephone long lines static
reportorial carelessness.]

Adams said he hoped Clevela
area exhibitors, who are conduct
their own business-building campai
would not let that interfere w
their financial support of and f
cooperation with the all-industry ca
paign, and he added:

Wants Both Efforts Supported

"The local and the national effo
are two separate things. Each is aim
at getting more people to go to th
tres. Therefore, both are deserving
the exhibitor's support. Both are
signed to help him. It is to his adv
tage to cooperate to the utmost."

MAKE WAY FOR "THE YOUNG LIONS"!

Heralding one of the most important 20th Century-Fox motion pictures in the ompany's history, the late Al Lichtman's "The Young Lions" was given a gala remiere last evening at the newly-refurbished Paramount Theatre. On hand vere two of the picture's stars: Montgomery Clift and Hope Lange. With Hope nd Clift was Miss Lange's actor husband, Don Murray, soon to be seen in the xciting outdoor drama, "From Hell to Texas."

The Actors' Studio benefitted from the gala debut of the CinemaScope production. Acting as honorary ushers for the glamorous event were theatrical lovelies, left to right: Polly Bergen, Geraldine Brooks, Sarah ("The Long, Hot Summer") Marshall, Jean Seberg, Helen Gallagher and Lily Lodge. Among the numerous celebrities they greeted at the premiere were Aly Khan, Elsa Maxwell, Mary Martin and Sophie Tucker.

wentieth Century-Fox president Spyros P. kouras and Mrs. Skouras arrive for the premiere. The Young Lions" was termed a monument to ie memory of Al Lichtman, former sales execuve for the film company.

American Broadcasting-Paramount Theatres president Leonard H. Goldenson and Henry Kaiser, noted industrialist, were also among those on hand to give "The Young Lions" a brilliant and impressive sendoff.

Television favorite Steve Allen and his wife, Jayne Meadows, arrived early to see Marlon Brando, Montgomery Clift and Dean Martin in "The Young Lions." Broadway and Hollywood were well represented at the opening.

wentieth Century-Fox vice-president Charles infeld greets Frank Folsom, president of Radio orporation of America, and Mrs. Folsom. eaders from all walks of life attended the remiere.

Twentieth Century-Fox Central-Canadian division manager C. Glenn Norris and his wife are greeted by Paramount Theatre managing director Robert K. Shapiro. Mr. Shapiro's luxurious theatre is the talk of the country.

Murray Silverstone, 20th Century-Fox International Corp. president, and his wife attend. Mr. Silverstone is a happy man these days, the result of the record-breaking European openings of David O. Selznick's "A Farewell to Arms."

ORDER BERNZ-O-MATIC IN-CAR HEATERS NOW—TO ASSURE FALL DELIVERY

NO DOWN PAYMENT ON HEATERS

USE OUR

PAY AS YOU USE PLAN

NOW EVERY DRIVE-IN CAN AFFORD HEATERS

NOTE: WE WILL EXPEDITE THE APPROVAL OF THE BERNZ-O-MATIC FLAMELESS IN-CAR HEATERS IN ANY STATE IN U.S.A. OR CANADA PRIOR TO DELIVERY

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IN - CAR - AIR CONDITIONERS ARE HERE - JUNE DELIVERY

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 66 NEW YORK, U.S.A., FRIDAY, APRIL 4, 1958 TEN CENTS

Report Ready

Expect House Group to Ask 'Code' for FCC

Believed Also Suggesting Rotating of Chairmanship

By J. A. OTTEN

WASHINGTON, Apr. 3. – The House Commerce subcommittee investigating the Federal Communications Commission is expected to make public an "interim" report on its work over this coming weekend. The report is expected to recommend that the FCC adopt a "code of ethical practices" governing the relation of commissioners and employes with industry groups.

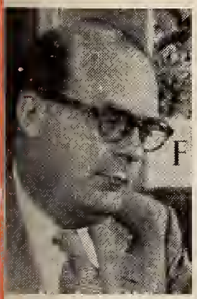
The subcommittee wound up today the first phase of its hearings, which have so far centered on two main

(*Continued on page 6*)

David Golding Joining Seven Arts Prods.

From THE DAILY Bureau

HOLLYWOOD, Apr. 3–Seven Arts Productions, Inc., motion picture and television production company recently organized by Ray Stark and Eliot Hyman, today announced the appointment of David Golding as vice-president in charge of advertising and publicity, effective Monday.


David Golding

Golding, who last week completed a special assignment for Paramount Pictures on "Desire under

(*Continued on page 2*)

Television Today Page 6

Justice's Views on Production By N.T. More Severe Than Reported; New Talks Expected

From THE DAILY Bureau

WASHINGTON, April 3–Further conferences between Department of Justice officials and executives of National Theatres on the latter's petition to engage in production are expected to be held here in the near future.

Meanwhile, a Department spokesman disclosed that its position with respect to National's petition is considerably more severe than has been reported. Justice said if National wants to produce and distribute films with preemptive rights for its own theatres, the Department would oppose such a court petition. If National is willing to waive the preemptive rights, Justice still can see problems in such a situation and, without saying yes or no to that, would want to discuss it further with National before deciding.

Previously it had been reported only that Justice would approve National's petition if it were willing to waive preemptive rights to its own pictures. National's Federal consent decree prohibits it from engaging in production or distribution.

Indications are that Elmer C. Rhoden, National president; and John Bertero, vice-president and counsel, will renew conferences with Department officials later this month, presumably as soon as National's early Cinemiracle premieres are out of the way.

AB-PT Circuit Trend In Solid Upturn

AB-Paramount Theatres business currently is running 45 per cent ahead of a year ago, a company official stated yesterday.

The improvement is general across the country, he said, attributing it to the release of better quality pictures, in greater number and in an orderly distribution pattern. He added that exhibitors are working harder this year than last, too.

"What happened to exhibition last fall," he remarked, "could have been a blessing in disguise. Theatre men were so frightened they went to work in earnest and are keeping at it. The favorable results are now beginning to show."

Reeves' Sales, Earnings Highest in Co. History

Reeves Soundcraft Corp., manufacturer of magnetic recording tapes, had the highest year-end sales and earnings in the history of the company, according to Hazard E. Reeves, president.

Sales were $4,878,801 for the calendar year of 1957, as compared with $3,304,356 in 1956. Net income after taxes for 1957 was $232,224, as compared with $876 in 1956. The company now has 2,817,725 shares outstanding.

FCC Won't Regulate Community TV Masts

From THE DAILY Bureau

WASHINGTON, Apr. 3–The Federal Communications Commission declined today to take over regulation of close to 300 community antenna TV systems in some 36 states. The systems are operated by erecting tall towers which pick up programs of distant TV stations and deliver these to set owners over wires or underground cables for a fee.

The FCC's ruling today held that the companies do not make use of the companies do not make use of the airwaves to deliver their service, and so are outside commission jurisdiction.

'Young Lions' Off to Flying Start at Paramount

The Paramount Theatres' "new look" (physical refurbishing) and new film policy (top flight product) got underway to a "terrific" start here yesterday when 20th Century-Fox's "The Young Lions" set a house record for a non-holiday opening. Late in the day Bob Shapiro, managing director of the theatre, estimated that the gross would hit $17,100.

The figure was considered even more exceptional in view of the fact that it was achieved during Holy Week, which is traditionally a slow one for theatre business.

Tentative

Would Gather Industry Heads Here in June

To Report Progress, Plans In Orderly Distribution

A proposal that a meeting of exhibitor leaders from all parts of the country with company presidents and production and distribution executives be held in New York in June to report on accomplishments in orderly distribution up to that time, and to canvass prospects for the future, has been made by Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, who with Leonard Goldenson, AB-PT president, has conducted the campaign for orderly distribution over the past year and a half.

The proposal was made in a letter sent this week to 56 representative exhibitors and asked for further suggestions concerning all phases of the proposed meeting.

Since its sole purpose would be to discuss developments in the orderly distribution endeavor, designed ex-

(*Continued on page 2*)

Name Barbano Columbia Financial Vice-President

Louis J. Barbano was elected financial vice-president of Columbia Pictures at a meeting of the board of directors here this week, it was announced yesterday. Barbano is also director, chairman of the finance committee, and vice-president of Columbia Pictures International.

Louis J. Barbano

He has been identified with Columbia and motion picture financing since the early 1920's and is well known in Wall Street, where he began his business career with the commercial paper firm of Bond and Goodwin.

PERSONAL MENTION

WILLIAM S. PALEY, chairman of the board of Columbia Broadcasting System, will return to New York via B.O.A.C. today from Montego Bay, B.W.I.

•

MARCELLO GEROSI, producer, has arrived in New York from Hollywood.

•

SIR LAURENCE OLIVIER will return to London from New York on Sunday via B.O.A.C.

•

JOSEPH RUTTENBERG, M-G-M photographer, will return to London on April 16, and will leave there the following day for the Coast.

•

PAUL MARSHALL, of Marshall and Ziffer, industry attorneys, will leave New York on Sunday for London.

•

PHYLLIS KIRK will arrive here from Hollywood next Thursday.

Miss Woodward Guest At 'Summer' Premiere

Fannie Hurst, Pearl Buck and other prominent literary world figures joined last night with stars of the entertainment world in welcoming Jerry Wald's "The Long, Hot Summer," which had its premiere at the Fine Arts Theatre here. The story of the 20th Century-Fox release is based on a novel by Pulitzer and Nobel prize winner William Faulkner.

Joanne Woodward, Academy-Award-winning star of the picture, was a guest at the premiere, as were Wald and co-stars Orson Welles and Sarah Marshall.

Kamber to Coast for H-H-L, UA Meetings

Bernard M. Kamber, Hecht-Hill-Lancaster's national director of advertising, publicity and exploitation, will leave here at the weekend to meet with company officials in Hollywood next week on upcoming promotions in H-H-L's $12,000,000 production program for United Artists release.

The conferences are scheduled over 10 days and will be attended by H-H-L president Harold Hecht, James Hill and Burt Lancaster, as well as with Robert F. Blumofe, UA vice-president in charge of West Coast production, and Leon Roth, UA West Coast publicity coordinator.

June Industry Meet Sought

(Continued from page 1)

clusively to strengthen the industry's weakened economic structure, no legal bar to the holding of such a joint meeting of representatives of all three branches of the industry is foreseen. No question of concerted action would enter under the contemplated agenda for the meeting.

The session, incidentally, would be open to the metropolitan and national press, as well as to the trade press, if initial suggestions are accepted. The industry story which the meeting is expected to develop will be on the plus side.

Exhibitors, for their part, would sponsor the meeting and would present sectional reports which would describe the depressed state of business and exhibitor attitude at the time initial orderly distribution meetings were held in their areas starting last fall.

Such reports, brought up to date, would reveal a changing theatre condition as the orderly distribution meetings progressed, with the most recent, held in Minneapolis, contrasting strikingly with the first, held in Boston.

It was also suggested that Frank H. Ricketson, Jr., National Theatres vice-president, should be asked to present his idea for an American Film Festival, and that Paul Lazarus, Jr., chairman of the advertising-publicity directors committee of the Motion Picture Association, be invited to report on progress and plans of the industry business-building campaign.

Company presidents and sales executives could discuss their forthcoming product and plans, together with their relation to orderly distribution procedure with a view to determining the top quality product to be released in the September-October period and the pictures which will be available for Thanksgiving, to run until the year-end releases are opened, the letter suggests.

If the suggestions stand, Goldenson would conclude the meeting with a resume of achievements since the orderly distribution effort was launched.

British Firm Acquires Three Mexican Films

Special to THE DAILY

MEXICO CITY, Apr. 3.–Three Mexican pictures, "Adam and Eve," "Tizoc" and "Where the Circle Ends," have been bought by a British firm to be dubbed into English and exhibited in England. This is considered the first step in an effort to increase the exchange of good films between Mexico and Great Britain.

British films appeal greatly to Mexican fans.

Danish Producers Aided

WASHINGTON, Apr. 3 – Danish film producers turned out 18 feature films last year, according to Commerce Department film chief Nathan D. Golden. There are currently five Danish companies producing feature films, which receive substantial government subsidies.

Set 'Acre' Premiere

"God's Little Acre," an Anthony Mann-Security Pictures' presentation, for United Artists release, will have a gala three-theatre world premiere in Los Angeles at the Iris, Rialto and Wilshire on May 7.

NT Dividend

LOS ANGELES, Apr. 3 – The board of directors of National Theatres today declared a 12 and one half cent dividend on outstanding common stock of the company, payable May 1 to holders of record April 17.

Los Angeles Is All Set For 'Windjammer' Bow

From THE DAILY Bureau

HOLLYWOOD, Apr. 3 – More than 100 screen personalities will attend the world premiere of the Cinemiracle production, "Windjammer," at Grauman's Chinese Theatre, Tuesday night, National Theatres have disclosed. Attending talent will be seen over television station KTTV in foyer ceremonies emceed by Edgar Bergen.

Airplane parties from as far away as Denver, where 41 business leaders have chartered a special plane for the journey, will be present to view the first Cinemiracle production, filmed by Louis de Rochemont, projected on a screen 100 feet wide by 40 feet tall.

Theatre renovation, costing virtually a half million dollars, is nearing completion under a 24-hour, three-shift labor drive, with expectation that the film can be screened for the press the night before the premiere.

"Windjammer" starts a reserved-seat run on Wednesday, with all Fox West Coast theatres in Southern California and Arizona handling the ticket sale.

Golding Joining

(Continued from page 1)

the Elms," is a former vice-president of Hecht-Hill-Lancaster. He previously was associated with Samuel Goldwyn for six years and was publicity director for 20th Century-Fox in New York. He was also a London representative for Goldwyn and Sir Alexander Korda after World War II.

Friedlander Named to Post with UA Records

Buddy Friedlander, veteran promotion executive in the recording industry, has been named national promotion manager of United Artists Records, it was announced yesterday by Max E. Youngstein, president.

Buddy Friedlander

Friedlander is a 13-year veteran of the record business, coming to UA after serving as national promotion manager of Epic and OK Records. Prior to that, he was with Mercury Records for eight years, serving as a branch manager, assistant A&R man, promotion executive and salesman.

Earlier, Friedlander was a song "plugger" for Mills Music Publishers and worked as a promotional representative for singer Georgia Gibbs, Fran Warren, Noro Morales and others.

'Marjorie' Continues Fast Pace in Miami

Special to THE DAILY

MIAMI BEACH, Apr. 3 – Warner Bros.' "Marjorie Morningstar" began its third week yesterday at the Beach Theatre here and also opened that day at the Olympia, Miami and the Gables, Coral Gables, making it a 3-theatre day-and-date engagement in this area. Opening day of simultaneous run grossed a "tremendous" $6,237, it was reported.

The film established a new all-time high box office record in the 16-year history of the Beach when it grossed $33,077 in the first week of its world premiere engagement here.

'Paris' Benefit Held

MONTREAL, Apr. 3. – Bob Hope and his production of "Paris Holiday" raised $21,500 for the Canadian Cancer Society tonight as the United Artists release was unveiled in a gala benefit premiere at the Capitol Theatre here.

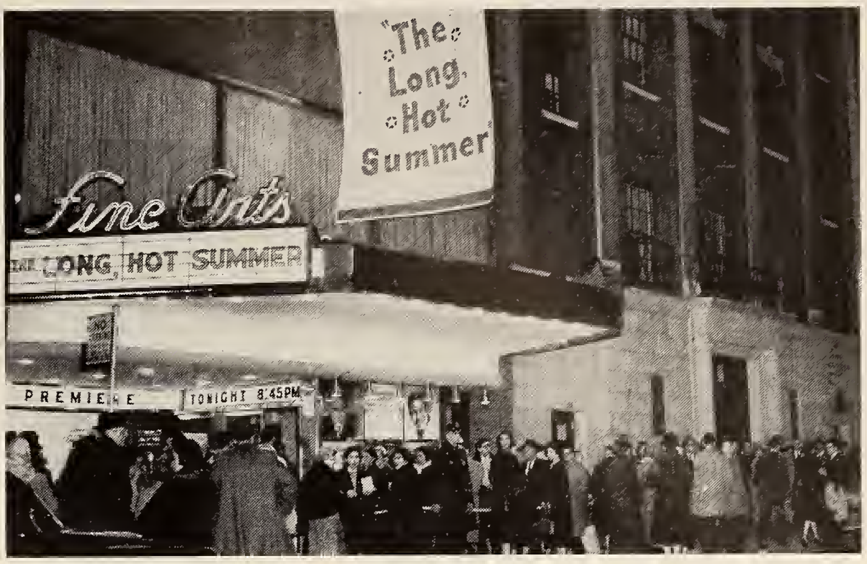
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
DANNY KAYE
in "MERRY ANDREW"
co-starring PIER ANGELI
BACCALONI • NOEL PURCELL • ROBERT COOTE
In CinemaScope and METROCOLOR
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager: Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

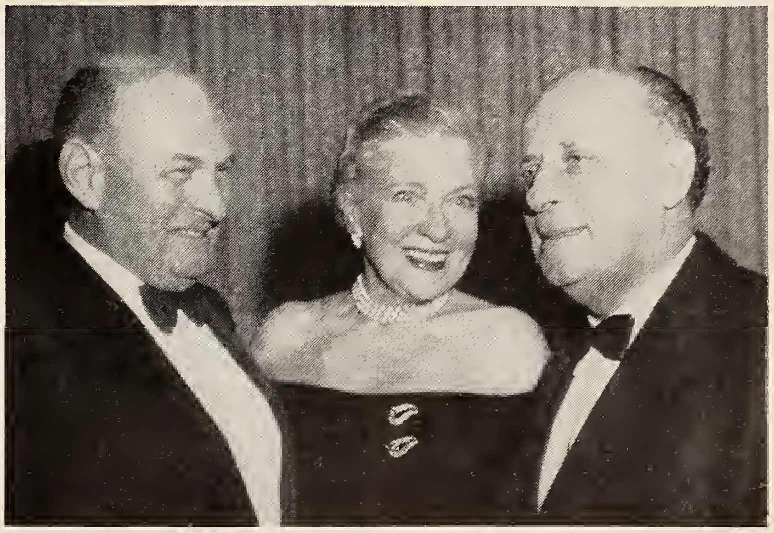
EAST SIDE — WEST SIDE: "LONG, HOT SUMMER"!

Jerry Wald's production of William Faulkner's "The Long, Hot Summer" was given a brilliant debut last night at the Fine Arts Theatre as part of 20th Century-Fox's first East Side-West Side simultaneous engagements. Both the Fine Arts and the Mayfair Theatre on Broadway begin regular engagements of the CinemaScope-De Luxe Color attraction today. Here the producer is interviewed by the Armed Forces Radio Network for beaming around the world.



A turn-away crowd was on hand for the debut. And when word of New York's morning newspaper reviews of the attraction was received "The Long, Hot Summer" became the talk of the town. Said Bosley Crowther, of the "New York Times": "A tight, word-crackling script, slashing dialogue." The critic also had high praise for stars Paul Newman and Academy-Award-winner Joanne Woodward. He paid tribute to Newman as "roughneck who moves in with a thinly-veiled sneer to knock down the younger generation," and to Miss Woodward, who, he says, "is excellent as the independent daughter."

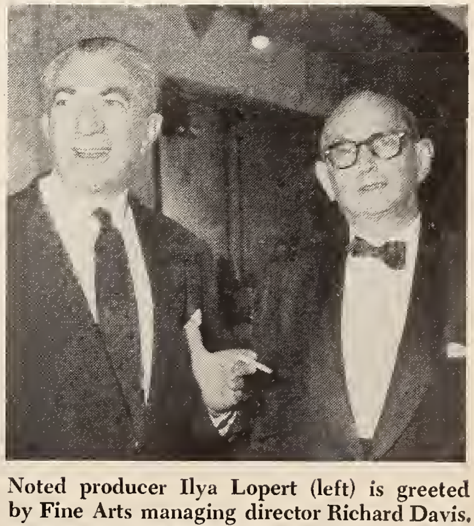
Sarah Marshall, who is importantly cast in "The Long, Hot Summer," arrived with escort Conrad Janis. The "Tribune's" Paul V. Beckley also went all out for "Summer." Said he: "A beautifully written, well-directed film with the sexiness that has the dry lightness of the French style."



Twentieth Century-Fox's vice-president Charles Einfeld (left) greets glamorous silent screen star Olga Baclanova and 20th Century International president Murray Silverstone at the party given by the Fine Arts prior to the opening of the production.

Mrs. Charles Einfeld (left), wife of 20th's vice-president, chats with Mrs. Francis Lederer, wife of the noted actor currently on tour with "The Diary of Anne Frank" road company.

Also on hand were actor John Cassavetes and his lovely wife, actress Gene Rowlands. Justin Gilbert, in New York's "Daily Mirror," said of the women in "Summer": "They keep the sex interest high."



Noted producer Ilya Lopert (left) is greeted by Fine Arts managing director Richard Davis. Davis was more than happy to hear that Kate Cameron, of the "Daily News," said of "Summer"; "Four stars, a honey of a picture!"

Motion Picture Daily Feature Reviews

Girls on the Loose

Universal-International

Hollywood, Apr. 3

The girls on the loose in this Jewel Enterprises, Inc., production are uneasy partners in a bank robbery, executed in something like the Brinks tradition, which gets the picture off to a promising start. Later, when the girls have buried the loot in a lonely place and gone back to their several primary occupations, the partners get into a variety of disputes, rivalries and deceptions that reduce their number, by way of murder, counter-murder and so on, to one who is least guilty of the five and ready to tell the district attorney all about the crime. With burglary and murder the only kinds of looseness displayed, the feature may be sized up by title-shoppers as short of its billing.

The principal partner in the five-girl robber gang is played with force and conviction by Mara Corday, whose name is the best in the cast for marquee use. Lita Milan, Barbara Bostock, Joyee Barker and Abby Dalton perform satisfactorily as her partners. Mark Richman, a police officer who never finds out his girl is a crook until she winds up in a hospital as the last of the baddies, is no match for a bad role.

Harry Rybnick and Richard Kay produced, with Edward B. Barison in association, and Paul Henreid directed from a screenplay by Alan Friedman, Dorothy Raison and Allen Rivkin from a story by Friedman, Miss Raison and Julian Harmon. The result reflects multiplicity of cooks. Running time, 78 minutes. General classification. Release, in April.

W. R. W.

Hell's Five Hours

Allied Artists

Hollywood, Apr. 3

Jack L. Copeland, a young recruit from the industrial-film field with fresh ideas about making films for today's young audiences, and Walter A. Hannemann, his partner in Copeland-Hannemann Productions and before that a film editor richly experienced in such special areas as the editing of Cinerama features, present here in 73 suspenseful minutes a stimulating demonstration of their extremely well grounded theories. The theories are, to be sure, a subject to be dealt with separately from a report like this on one of their pictures but it is relevant information for exhibitors that this suspense melodrama avoids just about all of the pitfalls that most of them fall into and comes off fine, fast and exciting.

Written, produced and directed by Copeland, with Hannemann as associate producer and film editor, the picture opens on a high note of tension with a disgruntled ex-employee, played forcefully by Vic Morrow, breaking into a missile-fuel manufactory and making off with 10 sticks of dynamite after killing a policeman. Stephen McNally, head man at the plant, is summoned from home to his office and shortly is informed by the semi-demented Morrow that the plant will be blown sky high that night because of wrongs done him by the boss who discharged him.

Morrow, who has devised a chest-garment composed of the stolen dynamite and a mercury-switch to activate it, then makes captives of McNally's wife and child, bringing them to the plant at gun point and stating repeatedly that he intends to blow up the plant, himself and all parties concerned. As the plant is stocked with missile-fuel which requires five hours to be siphoned off to a connected installation, McNally and his associates are up against the problem of keeping Morrow from exploding his device until that much time has elapsed. This places the audience in a fine state of suspense which lasts until the picture's finish.

Morrow as the demented one, McNally as the plant head and Coleen Gray as his wife are standouts in a convincing cast.

Running time, 73 minutes. General classification. Release, in April.

W. R. W.

The Proud Rebel

Goldwyn, Jr.—Buena Vista

Hollywood, Apr. 3

The venerable, infallible and altogether splendid boy-and-his-dog theme is backgrounded firmly by the not so venerable but equally infallible and altogether splendid "Shane" plot-scheme in this nameful and enjoyable production by Samuel Goldwyn, Jr., of a James Edward Grant story purchased by the producer from his illustrious father ten years before start of filming. In that long a while a young producer reared in the shadow of parental greatness can do a lot of planning and preparing sure to yield a fine result. That is what "The Proud Rebel" is.

Although Producer Goldwyn didn't foresee it at the time he bought the story, the growth of the screenplay by Joe Petracca and Lillie Hayward over the decade paralleled, so to speak, the growth of a certain small boy whose father's acting example was as instructive to him as the senior Goldwyn's to the junior Goldwyn. This small boy was David Ladd, son of Alan, and when the producer finally got the story rounded into the form he felt it warranted there was no doubt in anybody's mind that the script fit the Ladds, father and son, better than any other actors in the world. The Ladds thought so, too, and audiences that see them play father and son in the picture are likely to think this isn't fiction at all they're seeing but an actual father-son team living their way from trouble through conflict to happiness.

The Ladds do not live it alone, of course, for the cast assembled by the junior Goldwyn and directed with his always sure and certain hand by Michael Curtiz is headed also by Academician Olivia de Havilland, contributing her first American performance in three years, and solidly including Dean Jagger, Henry Hull, Cecil Kellaway, James Westerfield, Thomas Pittman, John Carradine, Eli Mintz and others. And the Ladds and all the rest of the players share the performance responsibilities very largely with a magnificent sheepdog named King. Photography is in Technicolor.

The story opens on Ladd and his son, muted by shock in the burning of Atlanta, making their way through Illinois in search of a doctor who may be able to restore the boy's speech. In a small town their dog, a wonderful handler of sheep, is stolen by three sheepmen from whom Ladd recovers him but is set upon, slugged, sprinkled with whiskey and taken to court, where he is sentenced to 30 days or $30. Miss Havilland, owner of a farm nearby, pays Ladd's fine, out of sympathy for the mute boy, and he agrees to work out the debt on her farm. The boy and dog are inseparable, but when town kids taunt the boy for his affliction, Ladd secretly sells the dog to get money to send the boy to a Minnesota surgeon for treatment, which fails. When the boy learns his father has sold the dog, he turns on him in hatred, whereupon the father, buckling on his gun, sets out to get the dog back from the sheepmen who, he soon learns, have arranged this so they can shoot him down as a dog stealer. From here on it follows the "Shane" format pretty accurately, differing however in that this time Ladd doesn't ride off into the nowhere.

Running time, 103 minutes. General classification. Release, in April.

William R. Weaver

Cole Younger—Gunfighter

Allied Artists—CinemaScope

Hollywood, Apr. 3

Frank Lovejoy, who has an extensive array of motion picture credits and a continuing exposure to the wide public in TV's "Meet McGraw," takes on here the identity of the infamous Cole Younger and runs up a tidy score of heroic deeds in the picture without sacrificing the basic identification. He wears the character reasonably well, and the story of the picture ends in such a manner that he could go on wearing it in future pictures, on either screen, indefinitely. The present picture has, however, the assets of CinemaScope and DeLuxe color which TV pictures would not have.

Lovejoy enters the picture a good while after it has started out as a grim account of the misrule of the state of Texas in 1873 under a carpet-bagger type governor. James Best, one of the citizens who refuses to bend to the whim of the oppressive constabulary named "bluebellies," and his friend, Jim Merlin, ride away from town to save their lives, and come upon Lovejoy in the mountains. Best stays on in the company of Lovejoy, whose life he has saved from Merlin's gun, and at the end of the story Lovejoy returns the favor by intervening in a murder trial of Best for a crime he didn't commit. (The incidents between these rescuings include some extremely violent physical conflicts, and the dialogue includes some slang that hadn't been coined in 1873.)

Production is by Ben Schwalb, and direction by R. G. Springsteen. Daniel Mainwaring wrote the screenplay, based on a story by Clifton Adams. Running time, 79 minutes. General classification. Release, in April.

W. R. W.

Academy Telecast Is Cited in COMPO Ad

Under the caption, "Academy Show's High Rating Should Interest Editors," the 88th in the series of COMPO ads in "Editor & Publisher" says, "Nothing has given such eloquent proof of the popularity of motion pictures as the Academy Awards telecast over NBC on the night of March 26." The advertisement will appear tomorrow.

"NBC reported the next day that this show," the ad continues in part, "had the highest Trendex rating of any show in the current television season, which began last Labor Day. The previous high was established on Thanksgiving Eve by Mary Martin in 'Annie Get Your Gun'. The Martin show, with a Trendex rating of 35.1 and a share of 57.4 per cent of the national television audience, played to 60,000,000 persons, according to the figure developed by NBC research."

REVIEW:

The Flame Barrier

United Artists

Solar batteries, humans that turn to charred skeletons in a flash, a chimpanzee that has returned from a ride in a satellite to outer space and suddenly evaporates in a flash of light, and tape recorders that blur indistinct warnings have been added to the usual terrors of the jungle such as hyenas, snakes and eerie sounds. It's exciting fare for today's imaginative young rocketeers.

The story opens calmly enough on the edge of a jungle near Campeche, Mexico, where, it is believed, a satellite containing a chimpanzee has fallen out of space. Carol Dahlman (Kathleen Crowley) arrives in search of one Dave Hollister (Arthur Franz) and his brother, Matt Hollister (Robert Brown), who know jungle ways. Mrs. Dahlman has a time trying to convince the Hollisters they should lead her on an inland trip in search of her missing husband. Dave is a dour character who brooks no opposition even from the woman who is paying for the trip.

They go as far as they can in a jeep. Then, with the help of Indians, they penetrate into the dense undergrowth and find a deserted Indian village. The few Indians they meet seem to be terrorized. Snakes and gila monsters add to the suspense. Finally they reach a tent filled with scientific apparatus and with electric lights. They discover that every living thing that crosses a certain line in a cave goes up in flame. The climax comes as they try to short circuit the electrified mass.

Its hardly credible, but the youngsters will probably like it very much.

The screenplay is by Pat Fielder and George Worthing Yates from a story by Yates. Arthur Gardner and Jules V. Levy were the producers, and the direction was by Paul Landres.

Running time, 70 minutes. General classification. Release, in April.

JAMES M. JERAULD

U. S. Films Most Liked In Argentina: Golden

From THE DAILY Bureau

WASHINGTON, Apr. 3—U.S. film distributors in Argentina are pressing for higher admission prices, but so far unsuccessfully, the Commerce Department said. Film chief Nathan D. Golden noted that low admission prices are considered politically important in Argentina, and government policy is to hold the price down. The U.S. distributors would particularly like higher prices in theatres in downtown Buenos Aires, he said.

U.S. films are the most popular in Argentina, accounting for 387 films or 55% of the 701 films released there last year, Golden reported. Italy, Great Britain, France, Spain, Mexico and Russia also are major suppliers.

Argentina producers started coming out of a bad slump late in 1957, according to Golden.

PEOPLE

Mike Todd., Jr., on April 21 will officiate at ceremonies at the Cinestage Theatre, Chicago, marking the first anniversary there of "Around the World in 80 Days." **Harvey Shapiro,** recently promoted from assistant manager to manager, stated that the ceremonies were postponed one week because of the death of producer **Mike Todd.**

□

Richard Young, booker in the 20th Century-Fox exchange at Albany, N. Y., has been advanced from vice-president to president of Local F-43, IATSE, comprising front office workers in the area. He succeeds **Mrs. Charlotte Lansing,** assistant cashier at Warner Brothers until the recent closing of the WB branch.

□

Richard Williams, for six years with the Disney organization in Chicago and more recently with Wilding, has joined Filmack Trailer Co. as head cartoon animator. **Ed Stevens** has been added to the animation staff and **Gladys May** has joined Filmack as a film editor.

□

Ed O'Neill, Connecticut district manager for the Brandt drive-in theatres, has resigned, effective immediately, with future plans to be disclosed shortly. Temporary replacement in the state will be **Sam Kantor,** supervisor of Brandt's 42nd Street theatres, New York.

□

Carl Bovee has been named manager of Lamont's Vail Mills Drive-in, near Gloversville, N. Y., to be reopened Apr. 17. **Bovee** is now associated with a Gloversville radio station.

□

Edward J. Wall, who recently retired as Paramount advertising head in the Albany-Buffalo area after three decades of service with the company, has been named assistant secretary of a new corporation which will erect the first cooperative apartment building in the Albany area.

□

Wylie M. Hamrick, owner of the Hamrick Theatres in Gaffney, S. C., has been elected to the board of directors of Craver Industries, Inc., of Charleston, S. C.

□

Alfonso Cardenas, formerly business representative for Ty-Ton Manufacturing Co. of Los Angeles, has been named manager of the Los Angeles office of Wilding Picture Productions, Inc., of Chicago.

□

Earl Humphries, who has been 27 years with Theatrical Printing Co., Atlanta, is resigning to form his own printing organization, National Program Printing Co., in the same city.

WARNER BROS.' TRADE SHOWS APR. 10

WARNER BROS. PICTURES PRESENTS

VIOLENT ROAD

starring
BRIAN KEITH · DICK FORAN · EFREM ZIMBALIST, JR. · MERRY ANDERS
Screenplay by Richard Landau Story by Don Martin Produced by Aubrey Schenck Directed by Howard W. Koch

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.

BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 10:00 A.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Projection Room
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.

NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

SAN FRANCISCO
Republic Screening Room
215 Golden Gate Ave. • 1:30 P.M.

SEATTLE
Jewel Box Theatre
2318 Second Ave. • 2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

WB

WARNER BROS.' TRADE SHOWS APR. 22

WARNER BROS. PICTURES PRESENTS

"Manhunt in the Jungle"

Starring ROBIN HUGHES
IN WARNERCOLOR • Screenplay by SAM MERWIN, JR. and OWEN CRUMP
Produced by CEDRIC FRANCIS • Directed by TOM McGOWAN

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
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CLEVELAND
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DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
Film Exchange Projection Room
2310 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Universal Sc. Rm.
517 No. Illinois St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

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1837 S. Vermont Ave. • 2:00 P.M.

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20th Century-Fox Screening Room
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MILWAUKEE
Warner Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
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NEW ORLEANS
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SAN FRANCISCO
Republic Screening Room
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SEATTLE
Jewel Box Theatre
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ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

WB

Television Today

Adds Sponsorship to TV, Radio Performing Career

Herb Sheldon has the unique distinction of having become a sponsor at the same time as he continues his career as a radio and television performer.

It happened this way: A couple of years ago a Brooklyn doctor, who gives lollipops to child patients, got the notion that vitamins in lollipops would be a real idea. It worked, and the doctor and his partner approached Sheldon, master of four programs and expert at selling to children, for sales help. Sheldon experimented, then took over ownership of the vitamin firm. The company's Pop-a-Day Pops are going very well, Sheldon has bought time on several shows, and of course continues to sell the product on his own shows.

'Code' for FCC

(*Continued from page* 1)

subjects: the practice of some commissioners of having trips and other expenses paid by broadcast industry groups, and the pressures brought on the FCC in connection with the award of the Channel 10 station in Miami to National Airlines. The hearings forced the resignation of commissioner Richard A. Mack.

May Alter Budget Procedure

It might also suggest that the chairmanship be rotated among the members, that the budget of the FCC and other regulatory agencies come directly to Congress without budget bureau review, and other reforms.

Hearings on other TV channel award cases are expected to resume after Congress' Easter recess ends in mid-April.

Miss Hennock a Witness

The final witness today was former commissioner Frieda Hennock, who charged she was dropped from the FCC because she fought "monopolistic influences," which she named as the three major TV networks and the American Telephone and Telegraph Co.

New MPO Division For Live Programs

MPO Productions, Inc., producers of industrial films and television commercials, has formed a new department to produce live industrial presentations, including sales meetings, dealer conventions, product introduction shows and stockholder presentations. Bert G. Shevelove will head the new division.

America on TV to Be Feature at Brussels

NBC International Ltd. will bring Europeans their first look at color television this summer.

The NBC subsidiary, now in its second year, was awarded a State Department contract to handle all U.S. government television activities at the Brussels World's Fair. Working with a color television studio and equipment installed by RCA in the U.S. Pavilion, an NBC International program staff will provide eight hours of live and filmed color programs daily to be viewed on closed circuit over color receivers in various parts of the pavilion.

Typically American

The programming will include interviews with leading Americans visiting the Fair, as well as cooking and household shows, and other typically American programs. There will also be acts from all over the world appearing in Brussels in connection with the Fair. There may be excerpts from the NBC - commissioned Menotti opera, "Maria Golovin," which will have its world premiere at the Fair on Aug. 20.

While negotiations for the Brussels project were under way, Alfred R. Stern, chairman of the board of NBC International, was on a 40,000-mile, eight-week trip that took him around the world on an organizational and survey visit to eight countries---Britain, Austria, Germany, Japan, Hong Kong, Malaya, the Philippines and Australia.

Finds Universal Interest

"Everywhere, I found great enthusiasm for NBC International's activities," said Mr. Stern. "I found special interest in our objective of building a two-way street with television systems the world over. Through this channel there will be a steady and growing interchange of programming, film and talent. This is bound to speed the advance of television as a world communications medium."

In its second year, NBC International has its own offices or representatives in six locations—Montreal, Mexico City, Panama, London, Tokyo and Australia.

Looks Overseas

Looking to the future, Mr. Stern said he hoped NBC International would soon be providing channels not only between the United States and overseas nations, but directly between various foreign countries. For instance, he said, his company would provide a direct interchange of programming between Spanish television, which is just getting underway, and several South American countries where TV is already established.

Who's Where

Gamal Abdel Nasser, president of the United Arab Republic, will be seen on the TV network of CBS Sunday in a filmed interview that will be carried between 3:30 to 4 P.M. The original interview was conducted in Cairo by Frank Kearns, CBS correspondent there.

□

John J. Heffernan has been appointed sales manager for Terrytoons, a division of CBS Television Film Sales, Inc., it was announced by **William M. Weiss,** vice-president of Terrytoons.

□

Martin Colby has been appointed to the national sales staff of the radio and television division of Triangle Publications, in Philadelphia, **Edward J. Benedict,** national sales director has announced.

□

Louis S. Simon has been named general manager of KPIX, San Francisco television station owned and operated by WBC, it was announced by **Donald H. McGannon,** WBC president, and **Philip G. Lasky,** WBC executive in charge of West Coast radio and television.

□

Irving Feld has been appointed general sales manager of Guild Films by **John J. Cole,** newly elected president of the company. Feld, formerly national sales director of Guild Films, has been with the company since 1955. He will have supervision of all sales departments—national, syndication and foreign.

Aubrey Rejoining CBS In Creative Services

James T. Aubrey, Jr., will join the staff of Columbia Broadcasting System, Inc., as vice-president—creative services, effective April 28.

Aubrey is returning to CBS after 16 months with ABC Television, where he was vice-president in charge of programming and talent.

Moore, Mullen Shift

Thomas W. Moore has been appointed ABC-TV vice-president in charge of TV programming and talent, and William P. Mullen, manager of ABC-TV Detroit sales division, has been promoted to succeed Moore as ABC vice-president in charge of TV sales. Moore succeeds James T. Aubrey, Jr., who has resigned to go to CBS.

Bette Davis on CBS

Bette Davis has been signed as hostess-narrator of CBS Radio's new daytime drama "Whispering Streets," which started on the network Monday.

National Pre-Selling

"LIFE" in the March 24 issue ha created a new approach in cov ering a motion picture. In this issu the editors have visualized the lyric of Oscar Hammerstein for "Sout Pacific." They did this by using th cast and some of the sets, and givin their impressions of the Rodgers an Hammerstein songs.

N. B. Farbman was assigned b "Life" for this extraordinary group o photos. Among those visualized i Mitzi Gaynor singing "A Wonderfu Guy," Rossano Brazzi, "Some En chanted Evening," and John Ker singing "Younger Than Springtime." All the photos are in full color. The appear entirely across two double-pag spreads.

•

"Esquire" for the April issu photographed Joan Collins in the fou roles she likes best in the Englis theatre. A full page in brilliant color is used for each role. As for Joan' film career, her next release is "Rall Round The Flag Boys."

•

"Desire Under The Elms," starring Sophia Loren and Tony Perkins, ha been selected as the top picture fo April by "Redbook."

•

An interesting history of the Acad emy of Motion Picture Arts an Sciences's own Oscar appears in the April issue of "Photoplay."

•

"Witness for The Prosecution" reports Marshall Scott in "Cosmopolitan's" March issue "is the trickest and slickest mystery melodrama in years. This Agatha Christie thriller, whose concluding triple-whammy will keep you guessing right to the last second."

•

A striking two color ad on Sol Siegel's "Merry Andrew," starring Danny Kaye, appears in the March 25 issue of "Life."

•

"Ten North Frederick," the John O'Hara novel published by Bantam Books, has been made into a motion picture. It stars Gary Cooper, Diane Varsi and Suzy Parker and will be released in May by 20th Century-Fox.

•

In selecting "The Long Hot Summer," as the picture of the month for April, Edwin Miller in "Seventeen" says "this exhilarating movie—boils along like some swift, tricky current of the Mississippi River—motives in this engrossing story are as tangled and entertaining as in life itself."

•

Glenn Ford and Shirley MacLaine are spotlighted in the ad for "The Sheepman" appearing on the table of contents page of the April issue of "Good Housekeeping."

WALTER HAAS

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 83, NO. 67 — NEW YORK, U.S.A., MONDAY, APRIL 7, 1958 — TEN CENTS

n Admissions

ee 'Chance' or Tax Cut This Session

ooks Like Mid-May Will e Period of Decision

By J. A. OTTEN

WASHINGTON, Apr. 6.—Continu- g talk of possible tax cuts later this ssion indicates the industry may ve a chance to drive for further duction or elimination of the Fed- al admissions tax.

If tax cuts are voted, most key ngressmen believe, some reduction excises will be included in the tax t package. And once Congress rts cutting excises, they add, it's go-

(*Continued on page* 4)

roducer-Writer Team n Road to Sell, Too

By FLOYD STONE

Two ex-news and magazine men o became screen writers and now ve turned to making pictures—and lieve in promoting them the best y they know, personally—told about at Universal Friday before return- to the studio and new assign- nts. Their theme is you don't have

(*Continued on page* 4)

'Connor Heads Unit f Catholic Charities

John J. O'Connor, vice-president of iversal Pictures, has been named airman of the motion picture divi- n of the Cardinal's Committee of Laity for the 1958 fund appeal of w York Catholic Charities. Serving th O'Connor as vice-chairman are

(*Continued on page* 4)

TRADEWISE

on page 2

Television Today

on page 5

Easter Week Business Here Is Off to a Strong Start

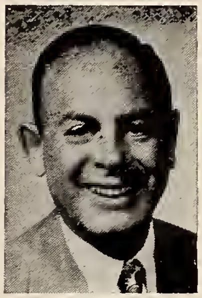
Easter week business on Broadway was off to a strong and early start last week and over the weekend, with new shows drawing capacity houses in most instances and others playing to consistently large audiences.

With school children on spring vacations this week, business everywhere is expected to pick up markedly, given any kind of a weather break. The week traditionally is one of the best of the year in show business just as, also traditionally, Holy Week is one of the slowest. That is what made the strong business last week especially signi-

(*Continued on page* 4)

Ted Schlanger Resigns Stanley Warner Post

Stanley Warner Corp. on Friday announced the resignation of Ted Schlanger as zone manager in the Philadelphia area. S. H. Fabian, S-W president, in making the announcement, expressed regret at Schlanger's decision to leave the company and stated that the circuit executive would be retained as a consultant.



Ted Schlanger

Schlanger, educated at Michigan State University and a veteran of World War I, entered the industry in 1921 with Universal, where he rose ultimately to the position of Eastern sales manager and assistant general sales manager.

In 1932 Schlanger joined the theatre division of Warner Brothers (now Stanley Warner). He was named to the post which he now is leaving—Philadelphia zone manager—in 1935.

See No Film Problems In State Legislatures

From THE DAILY Bureau

WASHINGTON, Apr. 6.—Seven state legislatures are still meeting, with two more still to start or resume this year, according to Motion Picture Association officials.

However, no major industry prob-

(*Continued on page* 2)

Several Offers Made To Buy Soviet Films

From THE DAILY Bureau

WASHINGTON, Apr. 6 — U.S. Information Agency film chief Turner Shelton said he has received "several offers" from American firms who want to buy and distribute Russian films

(*Continued on page* 4)

Film Council Industry Report Mailed; Offers 4-Point Plan for Recovery

By WILLIAM R. WEAVER

HOLLYWOOD, Apr.6—The Hollywood-AFL Film Council, comprising 31 unions and guilds aggregating a 24,000 membership, on Friday issued a stern call for organized leadership to marshal all forces for an attack on problems now facing the industry.

The action is predicated on a 78-page report by Dr. Irving Bernstein, U.C.L.A. economist engaged by the Council to compile a survey covering all branches of the industry. A complete copy of the report, entitled "Hollywood at the crossroads—Economic Study of the Motion Picture Industry," was dispatched at the weekend to 35 industry leaders with a letter from Council president Pat Somerset inviting them to join in meetings and discussions preparatory to implementing the Council's program based on the Bernstein report.

The Somerset letter to invited industry leaders says in part:

"The Council feels that a united effort is imperative now in at least four projects:

¶ Demand for American counter

(*Continued on page* 3)

Wald Reports:

Oscar Show as Public Service Wins Support

Says ABC, CBS Indicated They Would 'Go Along'

By VINCENT CANBY

(Picture on Page 3)

Both the ABC-TV and CBS-TV networks have indicated they would go along with the proposal for "public service" coverage of next year's Academy Awards ceremonies, Jerry Wald, producer of this year's show, told a trade press conference at the 20th-Fox home office in New York Friday. "We still have to talk to NBC-TV," he added.

Wald, full of praise for all who worked with him on the "Oscar" TV show, is in New York for conferences today with George Seaton, president of the Motion Picture Academy, and the presidents of member companies

(*Continued on page* 3)

Allied Bulletin Scores 'Gouging' Film Terms

Special to THE DAILY

WASHINGTON, Apr. 6—The terms asked by 20th-Fox for its "Peyton Place" and "A Farewell to Arms" to subsequent runs and drive-ins in the Cleveland area are the subject of the April 3 bulletin issued by the Allied States Association headquarters here. The bulletin includes copies of letter passed between Horace Adams, president of Allied, and the 20th-Fox sales department, and is headed

(*Continued on page* 4)

Col., Briskin Meeting Ends Without Decision

Samuel J. Briskin returned to the Coast from here on Friday following inconclusive conferences with Columbia Pictures' special committee concerning his taking an important post at the Columbia Studios.

The Columbia board of directors confirmed that there had been discussions with Briskin but said no final decision had been reached.

PERSONAL MENTION

C. V. WHITNEY, president, and ARTHUR WILDE, general vice-president, of C. V. Whitney Productions, will arrive in New York on Monday from Hollywood.

•

MORI KRUSHEN, United Artists exploitation manager, returned to New York over the weekend from Montreal.

•

WILLIAM L. SNYDER, president of Rembrandt Films, will return to New York today from Europe.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, will return to New York today from key cities of the Midwest.

•

CHARLES KRANZ, Filmakers vice-president, and MRS. KRANZ on Saturday celebrated their 35th wedding anniversary.

•

MAC KRIM, West Coast representative for the Detroit exhibitors, will leave Los Angeles this week for Honolulu and the Far East.

•

MICHAEL WASZYNSKY, representative in Italy for Figaro, Inc., will return to Rome today from New York.

Semenenko Buys 23,000 Shares of WB Stock

From THE DAILY Bureau

WASHINGTON, Apr. 6.—Serge Semenenko reported buying 23,000 shares of Warner Brothers common in February, boosting his holdings to 103,000 shares, according to the latest report of the Securities and Exchange Commission on trading in film company stocks by officers and directors.

The report covered the period between Feb. 11 and March 10. Associated Motion Picture Industries reported selling 20,000 shares of Republic Pictures cumulative convertible preferred, retaining 29,600 shares. Herbert J. Yates bought 7,309 shares of Republic common in January, boosting his holdings to 74,469 shares.

Jerome A. Newman bought 100 shares of Loew's stock, boosting his holdings to 4,530 shares, and Graham, Newman and Co. bought 125 shares for a total of 5,145. B. Gerald Cantor bought 1,000 shares of National Theatres common, boosting his holdings to 108,500 shares. Alfred Hart bought 2,000 shares of Columbia Pictures common for total holdings of 8,067 shares.

TRADEWISE

By ONLOOKER

BUSINESS during the first quarter of this year ran consistently ahead of the first quarter of 1957. Experience differed from one locality to another, even from one circuit to another, and hence it is difficult to arrive at an average figure even though the general pattern was one of improvement. . . . With the second quarter off to a tremendous start—in some instances 35 to 50 per cent ahead of Holy Week last year—exhibitors are looking to the future with more confidence and pleasure than they have been able to muster in a long time. . . . Nevertheless, the business story actually is the same that it has been for several years—the top pictures doing vastly more business than ever before, and the weaker films doing little or nothing. While it remains a story of peaks and valleys, the difference this year is that to date there have been more peaks. They are closer together than last year. The number of strong attractions has increased and they reduce the necessity of many theatres playing fill-in product. The result is that the fine business done by the top films is not being leveled by the weaker in-between product. The exhibitor is left with more take-home pay. . . . Another factor is that exhibitors, almost to a man, are working harder, are more careful about the appearance, performance and service of their plant, and have corrected many of the negligent practices which were hung over from the lush postwar years. . . . The morale of exhibition is better, too, now that they have had from top sources the strongest assurances that can be given them as of now that no sales of post-1948 libraries to television are contemplated. . . . It is in reality a new day and a bright one for exhibition.

NEXT PHASE of the all-industry business-building campaign is likely to be an advertising and promotion campaign on radio networks beginning in June. The time is considered right because millions who start deserting their television sets in that month still listen to their car and portable radios. . . . That is, it will be the next step providing exhibitors maintain their interest in the campaign and, in the meantime, come up with whatever is expected of them in the way of their share of the financing up to that point. If they do, the summer radio campaign most probably will be followed with a national advertising campaign in newspapers across the land, designed to stimulate theatre-going during the period when the top television programs are returning to the air. . . . But without adequate exhibitor support, the campaign's continuance will be endangered, and so would a repeat of the industry-sponsored Oscar telecast in 1959.

THE KUDOS for Milton Rackmil are still reverberating from one end of the trade to the other for rejecting all thought of liquidating any of Universal's operating assets and for his decision, instead, to have production going again on the Universal City lot by July 1. His action expressed his confidence in the industry's future and his company's place in it. It is a decision that automatically strengthens the industry, as the other kind of decision would weaken it. Because that is readily recognizable, the plaudits for Rackmil are many and sincere. He made a decision that benefits not only his own company but the industry at large. Even though the subject of liquidation of some of U's assets may again be raised, it could come only from completely meaningless sources. Rackmil is on the side of stock-voting authority. And the industry is on Rackmil's side.

PRESS RELEASE from NTA Pictures, subsidiary of National Telefilm Associates, which supplies TV with films, contains this: ". . . there is a vast reservoir of potential moviegoers ready, willing and able to patronize theatres provided they're offered a legitimate respite from tired rock 'n roll bleats and cliche-ridden TV scripts."

Israeli Theatres Will Close in Tax Protest

Special to THE DAILY

TEL AVIV, Apr. 6 — Israeli theatre owners at an emergency meeting here have voted to close their theatres some time this month in protest against the continued collection of the entertainment tax.

Late last year, following a government investigation, the Ministry of Finance and the Ministry of the Interior, along with Tel Aviv authorities, agreed that entertainment taxes should be reduced, effective December 12, 1957. However, since these departments have not been able to agree on the type and amount of reduction, no cuts have been yet put into effect.

The theatre owners held an emergency meeting March 20 at which they made their demands for immediate action on tax cut demands, adding that they wanted the forthcoming cuts to be retroactive to Dec. 12.

Three Theatres Reopen In Upper Midwest

Special to THE DAILY

MINNEAPOLIS, Apr. 6.—Theatre reopenings outscored closings 4 to 1 in the upper midwest during the last two-week period, while a fifth, Gil Nathanson's Cloquet at Cloquet, Minn., went back to full seven-day operation.

Reopening are the Juneau, Milwaukee nabe, which was formerly operated by the Gran circuit but is now under lease to Elmer Nimmer; Oti Engen's Lyric, Rugby, N. D.; C. H Pflaum's Arcadia, Hannah, N. D., and the Mallard, Mallard, Ia.

State Legislature

(*Continued from page* 1)

lems are expected in any of the state as of this moment.

Altogether, 18 state legislature have met or will meet this year. A bil to permit classification of films int adult and universal categories was defeated in Maryland, and a sales ta bill defeated in Massachusetts. Th New York legislature passed legislation to prohibit films or other medi from advertising any product as hav ing been subject to an immoralit court case, and this is now pendin before Governor Harriman.

The legislatures now in session ar Massachusetts, Michigan, New Jerse Rhode Island, South Carolina, Ari zona and Connecticut. Kansas wil come back in special session later thi month and Louisiana will start sittin next month.

A bill is pending in South Carolin to prohibit obscene films, but no ac tion is looked for.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreig Single copies, 10c.

UAA's Plan to Buy AAP Filed with SEC

Further details of the plan under which United Artists Associated, Inc., would purchase the assets, properties and film television business of Associated Artists Production Corp., as first reported in Motion Picture Daily in late February, have been disclosed with the filing of a registration statement with the Securities and Exchange Commission.

The transaction, which would involve about $35,000,000, consists of an offer of debentures and cash for capital stock, warrants and outstanding debentures of Associated Artists Production. UAA is an affiliate of United Artists Corp.

Gotham Acquired 700,000

Gotham Television Film Corp., also a subsidiary of UA Corp., last December bought 700,000 shares of AAP. In the registration statement filed with the SEC it is stated that Gotham would sell its share of United Artists Associated and that UA Corp. would enter into an agreement to furnish services and funds to UAA. It also states that UA Corp. would have an option to buy UAA stock.

Under the terms of the deal United Artists Associated would exchange $6 of debentures and $6 in cash for each outstanding share of AAP stock and $24 of UAA debentures for each outstanding warrant for the purchase of four shares of AAP stock and $13 in cash.

United Artists Associated also plans to acquire Associated Artists Production's 6 per cent subordinated convertible debentures offering $648 in cash and $648 of United Artists Associated debentures for each $1,000 of AAP debentures.

WB Suit Settlement Approved by Jurist

New York State Supreme Court Justice Edgar Nathan on Friday gave final approval to the proposed settlement of a suit brought by a number of Warner Bros. stockholders against the company and several of its officers and directors last year. At a hearing on March 12 the judge had reserved decision after hearing both plaintiffs and defendants. Friday he ruled that the settlement was "fair and reasonable."

The suit, brought by Florence Brill and other WB stockholders, charged loss to the corporation and improper gain to the officers and the group which purchased the stock from Harry and Albert Warner through the stock tender arrangement under which the purchase was made.

In a stipulation signed by both plaintiffs and defendants last May, the defendants specified no admission of liability, but agreed, in order to avoid the trouble, time and expense of protracted litigation, to pay or secure the payment of $100,000 to the company, upon which the suit would be dismissed.

Oscar Show

(*Continued from page* 1)

of the Motion Picture Association of America on plans for the 1959 "Oscar" show.

He told the press that he's willing to produce next year's telecast, but he would like to have 12 months in which to prepare it. Public service coverage, he said, is his idea. "Why shouldn't it be covered as public service?" he asked. "The Academy show is part of the entertainment scene—and far more entertaining than the political conventions."

In addition, he said, "TV needs a shot in the arm." The Academy show would be that shot. He said that the amount of good will TV would create for itself by carrying the show "free"—that is, paying the time charges which the industry itself paid for this year—would be huge in comparison to the cost. The money thus saved by the Academy, he said, would then be put into the actual production of the show, for top musicians, directors, choreographers, etc.

Tells of CBS Offer

Indicative of the networks' interest, said Wald, was the fact that on the Monday before this year's show CBS-TV offered to carry the Oscar telecast on its network. NBC-TV, however, objected, and so the idea was dropped.

Discussing this year's show, he said that it was "a tremendous success" in all departments, adding that it also was "almost incredible that we got through with as few goofs as we did." This he explained by saying that they had had only three days of rehearsal, had never even had an entire run-through and had been forced to cut enough material to fill still another show (with some of the cutting being done while the show was on the air).

Mentions Total of Billion

The total audience for the show around the world, including TV viewers, the radio audience and those who see the film of it, should reach one billion people, Wald said, and he expects the Neilson rating to show a TV audience here of between 80 and 90 million.

The public reaction to the telecast was unanimously favorable, he continued, and held up a flock of press clippings, pictures, stories and even editorials, praising the effort. That it realized its goal of making the country film conscious, he said, was shown by the fact that in Los Angeles alone, theatre business on the weekend following the telecast was the best in 20 years.

Favors Twice-a-Year

In addition to his idea for "public service" coverage, Wald has another proposal in regard to the "Oscar" show. He said he would like to see it done twice a year. That is, he explained, he would like to see an Academy-sponsored show in June which would feature the best five actors, actresses, supporting players, directors, writers and pictures, which in turn would compete for the "Oscars" the following March with pictures released subsequently.

JERRY WALD at his press conference on Friday.

This, he said, would not only spread out the promotional activity of the Academy show, but would also spur the earlier release of many top pictures which distributors, mindful of the deadline for Academy nomination eligibility, now tend to release in a bunch just before the end of the calendar year.

Wald also touched up this "bunching of releases" in his remarks about the industry in general. He was somewhat shocked, he said, to walk down Broadway Thursday night and see two Clark Gable films in first runs just a couple of blocks apart. "If somebody wants to see a Gable film, which one should they go to see?" He added, "Don't distributors talk to each other?"

Sees Industry Ok

However, he said, "I can't really see anything wrong or dying about an industry which is doing a $2 billion world gross annually." Hollywood, he suggested, can't keep living in the past: "the star system, as it used to be known, is dead; the combination of story AND stars AND production values is the thing."

As he outlined them, his own production plans this year make him almost a one man major company. He starts shooting "Mardi Gras" in Lexington, Va., next Friday. Also scheduled to get under way very shortly are "The Big War," "March the 9th," probably with Cary Grant and probably to be shot in Greece; "The Sound and the Fury" with Yul Brynner; a Bob Hope film; "Wild in the Country," based on a novel by Fred Gipson; D. H. Lawrence's "Sons and Lovers," and an original by Clifford Odets.

Small Business Credit Hearings on April 21

From THE DAILY Bureau

WASHINGTON, Apr. 6.—A Senate Banking Subcommittee said it would start public hearings on or about April 21 on proposals to provide long-term credit and equity capital for small businesses. Most proposals pending before the subcommittee would set up a new system of special banks or investment associations, financed in part by government funds and partly by private funds, to fill these needs.

Must Show Technical Awards on TV: Wald

By the very nature of its name, the Academy of Motion Picture Arts & Sciences cannot drop the presentation of its scientific and technical awards in the course of the "Oscar" telecast, even in the interest of time and showmanship, Jerry Wald said here Friday. "However," he said, "we can try to make these presentations interesting." He revealed that he had had a plan this year for Cantinflas to be on hand during these awards to serve as focal point for a lighthearted explanation of what the various technical awards mean. Wald also revealed that he almost—but not quite—pulled off another coup of newsworthy proportions. He said he had secretly persuaded Greta Garbo to make an unexpected appearance to present the best actor award as a stand-in for Ingrid Bergman. The former star, a legend in her own time, got cold feet the night before, however, and decided to stay home.

Film Council

(*Continued from page* 1)

measures which would operate like the British EADY Plan to encourage production in America of American-interest films.

¶ Demand for full governmental assistance in the field of foreign exchange and negotiation of reasonable regulations on earnings' remittances.

¶ Continuance of the fight for general modification of tax structures which operate to discourage domestic film production.

¶ Thorough exploration of the possibility of legislative or judicial correction of industry problems arising out of the Paramount decree."

Open for Suggestions

The letter continues, "Our efforts need not be confined to these projects. We would be happy to hear other suggestions, but we feel that immediate action is most necessary. The prevailing political and economic climate seems most favorable for timely and concerted effort on behalf of our industry. Since we face the immediate problem of scheduling meetings and arranging a time-table for action and publicity, could you indicate to us within a few days whether or not you or your organization will be interested in preliminary discussions with us."

The Bernstein report includes many tabulations showing in statistical form how revenues, costs, employment, wages, placements and other indices of all kinds, have varied from year to year, beginning in 1946.

Education Meet Set

A conference on motion picture education, the second in an annual series, will be held Tuesday and Wednesday at the Museum of Modern Art here.

Two Groups to Benefit, So 'Search' Gets 2 Premieres

Special to THE DAILY

KANSAS CITY, Apr. 6 – An innovation in film premieres in Kansas City will be marked with the opening of "Search for Paradise," the fourth Cinerama production, at the Missouri Theatre.

The opening night's performance Apr. 22, will be for the benefit of the Catholic Community Library. A second "premiere" will be held Apr. 24, with most of the proceeds being given to the Heart of America Eye Clinic.

Soviet Sales

(*Continued from page* 1)

under the recent U.S.-Soviet cultural agreement.

The State Department said that firms wishing to buy Russian pictures or wishing to sell U.S. films to the Russians should apply to Shelton. He refused to say exactly how many Russian films were being sought by the American companies, but that there were "a number" of them. All the American distributors interested in Russian films have seen some but not all of the films the Soviet film negotiators brought with them, and will see the rest in the next few days.

50 U.S. Films Offered

Shelton said the U.S. negotiators have now made available about 50 American films to the Russians for possible Soviet purchase, and expect to make about 50 more. The Soviet delegation thus far has seen about 30 of these.

The U.S. and Soviet negotiators hold a third meeting here Tuesday, with three presidents of international sales organizations expected to sit in. Motion Picture Association President Eric Johnston is heading the U.S. negotiating team, with A. A. Slavnov and A. N. Davydov handling the Soviet end of the negotiations.

Producer-Writer Team

(*Continued from page* 1)

to spend five million to tell a story, and for the industry to depend on such would be disastrous because how many can there be. Certainly in making "Kathy O'" they spent far less. "Names," they declare, mean no more than the stories they adorn; "production values" are in planning and writing carefully, believably; and they work very hard analyzing and conveying to script the story characters, to achieve believability.

The men are producer Sy Gomberg and director Jack Sher. They wrote their picture's screenplay, and Sher wrote the original, for the "Saturday Evening Post." They were in Philadelphia, and then New York, promoting through their contacts, made through the years when they were in those field—on newspapers, and especially magazines such as the "Post," and "Life," and "Look," and other middle class media. Also disc jockeys, and music publishers.

They said four records so far are committed. They put their feeling about post-picture selling, first, on its necessity these days, certainly for producers interested in their work; secondly, "the guys who sell us, the theatre guys, can use our help as well as we can use theirs."

Their brief is for the picture which has something to say, small or large, and says it with people for whom one feels, and in whom one believes. They assert "Eternity" succeeded because it had not merely magnitude but deep communication. And as for money and magnitude, "where would we be without our Marty's' and 'Tammy's?"

"And," they added, "this is a picture where nobody slugs anyone."

Easter Week Starts Strong

(*Continued from page* 1)

ficant—it demonstrated that the pulling power of the new and current releases was sufficient to overcome the poor show business tradition, and it augurs well for the future.

Broadway itself took on a new look simultaneously with the pick-up in business. A refurbished and polished Paramount Theatre in Times Square reopened with its new policy of top quality pictures; the recently reopened Mayfair brought in a quality production, and the Roxy, too, will reopen with both a new appearance and new film process—Cinemiracle—this week.

Neighborhoods were helped mightily with first engagements of "The Ten Commandments" and "A Farewell to Arms." But the real news is the outlook. Exhibitors are convinced the best is yet to come.

House Record at Paramount

Contributing strongly to the optimistic outlook was the setting of a house record at the Paramount in the middle of Holy Week. 20th Century-Fox's "The Young Lions" out-grossed all previous pictures at the newly reopened house for a non-holiday opening when it took in $17,100. At the weekend it was reported to be holding that strong pace.

At the Music Hall, where the traditional Easter pageant is the attraction along with M-G-M's "Merry Andrew," extra shows scheduled on Friday and Saturday were expected to give business a strong push. On Thursday the theatre took in $19,500 and receipts for Friday (when five shows were given) were estimated at $26,700. Both figures were considered "very good" by the management.

Advance sales of Broadway's four current roadshows assured those theatres of excellent business over the weekend, and all have scheduled extra holiday showings this week.

At the Palace the advance for "The Bridge on the River Kwai" continued to keep up the tremendous gain acquired when the film won seven Academy Awards, including that for the "best picture." From an average of $4,000 per day sales jumped to $10,000, and the total advance now stands at $150,000, representing from four to five weeks of capacity. At the weekend "Kwai" had five shows in three days, and the gross was a sell-out $17,600.

That success story was the same at the Criterion where "South Pacific" had six performances in three days for a total of $25,145. Sell-outs for all shows of "Around the World in 80 Days," including an extra one on Saturday morning, were reported at the Rivoli. And management of the Warner Theatre, where Cinerama's "Search for Paradise" is in its last five weeks, said that business was "very good."

On the basis of Friday receipts and the expected upturn on Saturday and Sunday the Victoria Theatre expected to gross $22,000 with United Artists "Run Silent, Run Deep" for the three days. And at the Astor, where the same company's "Witness for the Prosecution" is now in its ninth week, a gross of some $17,000 was anticipated for the same period.

Other theatres with strong product were looking forward to a big weekend, including the Mayfair with Fox's "The Long, Hot Summer"; the Capitol with Paramount's "Teacher's Pet"; and the Odeon and Sutton, both playing Paramount's "Desire Under the Elms."

Allied Bulletin

(*Continued from page* 1)

"Needed: A moratorium on Gouging."

"Actually certain features of the (20th-Fox sales) plan," says the bulletin, "are being employed by other companies at the present time—demands for 50 per cent and upwards of the gross receipts; demands for a two weeks' engagement or, at least, two full weekends, and demands for increased admission prices satisfactory to the distributor.

"The difference here is that Fox has included all these requirements in its written offer, putting its pictures up for 'grabs' regardless of pre-existing runs, clearances and availabilities. We have found some variations in the terms for 'Peyton Place' but none more favorable to the exhibitor . . . Experienced, efficient exhibitors operating subsequent run and drive-in theatres tell us with every evidence of sincerity that they cannot survive under marketing of the kind herein described."

The bulletin asks exhibitors to check these engagements carefully and report on them to the Emergency Defense Committee. It adds: "Unless exhibitors resist now, the plan may spread to other companies as other oppressive innovations have spread in the past."

Contacted in New York late Friday, Alex Harrison, general sales manager of 20th Century-Fox, said he had not yet received a copy of the Allied bulletin and had no comment to make on it.

See 'Chance'

(*Continued from page* 1)

ing to find it hard to deny relief to any industry making out a good case for help.

Right now, it looks as though mid-May were going to be the period of decision on tax cuts, though it's possible that there may be a move in mid-April when Congress returns from its Easter recess. Both the Administration and Democratic Congressional leaders seem willing to move in mid-April if the economic indicators at that time are bad enough but if as now seems more likely, the mid-April indicators are inconclusive, the inclination both at the White House and at Congress would be to wait until mid-May to see the unemployment figures and other available reports.

Other Decisions to Fore

Another factor making for a mid-May decision is that Congress must start acting then on Administration's request for another year's extension of the present 52 per cent corporate tax rate and present excise tax rates on autos, liquor and tobacco. If Congress doesn't act then, those rates automatically drop to the tune of over $3 billion a year.

Congress is certain to move to extend part, if not all, these rates, and that extension bill is now considered likely to be the center of the big tax reduction fight of the year. Auto manufacturers and dealers will certainly try, as part of that bill, to get a reduction in the auto excise tax and seem likely to win. Members of the House Ways and Means Committee say that once the line is broken on autos, it will be hard to resist other industries seeking excise relief.

They also say that it will be difficult to vote excise relief without some cuts for individuals and corporations.

Many Officials Favor Cuts

Interestingly enough, some top Administration officials are now talking about the need for a tax cut even if things don't get any worse or start turning up slightly. They're saying a tax cut might be needed to make the economic recovery a really good one.

Chance of some special small business tax relief is also good. Ways and Means Committee Democrats are particularly interested in two approaches: one to make it easier for persons owning closely-held businesses to pay the estate taxes; the other to give increased tax deductions for amounts invested to expand capital assets or inventory.

O'Connor Heads

(*Continued from page* 1)

L. Douglas Netter of the Todd A-O Corp. and George J. Schaefer, treasurer of the Cardinal's Committee of the Laity.

Announcement of the appointments was made at a meeting held at the Empire State Club, at which his Eminence, Francis Cardinal Spellman, presided.

Television Today

IN OUR VIEW

ONCE more, as must necessarily happen periodically, the matter of ratings in television comes in for some sharp scrutiny, with voices on both sides of the fence hollering murder for one reason or another. Often enough, the complaints are justified, and the basic plaint of inadequate corroboration of the facts and figures designated in a particular situation is made.

Latest in the sporadic attempts to do something about the matter of ratings is the suggestion of George Abrams, who as vice-president and advertising director of Revlon, Inc., and at the same time as chairman of the Association of National Advertisers Radio-TV Committee, should be in a rare position to have something concrete to say about the situation.

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Mr. Abrams has started something, indeed, with a proposal for adoption by the television industry to adopt one, uniform audience measurement system. He financed the new plan in part personally, it is reported, and his associate in the preparation and experimentation on the system was Miles A. Wallach of M. A. Wallach Research, Inc., New York. The test was made in Syracuse. His new system is a combination of personal in-home coincidental and telephone coincidental interviews.

Initial reaction to the Abrams system, we are advised, was not too good, but that proves nothing. Many a new idea is condemned out of hand merely because it is new, without careful analysis of its merits or demerits. Mr. Abrams has estimated the cost at $5,000,000, underwritten as an all-industry proposition, for coverage of the top 53 markets for a single rating week once a month through a full year.

•

The survey would be a regular national service with a two-week time lag for processing. On a twice-a-month basis, the national service could be conducted for an estimated $9,000,000, which is indicated as representing less than seven-tenths of one per cent of the total 1957 TV revenue. Mr. Abrams goes further and urges a financing plan; the three major networks would apply a rating service cost against program costs, similar to fixed charges cable or facility charges.

It obviously would be neessary, in the adoption of any system of this sort, to achieve full industry cooperation, which in itself may present a major obstacle. However, it is equally true that eventually the television industry will have to establish some sort of acceptably standardized system of rating measurement. There are enormous sums at stake, in production costs, potential product sales and advertising investment, and the television industry in all its phases must find a method of evaluation of program acceptance which will serve as a practical guide. Controversy in the matter is good; only thus can an eventual solution be found.

—*Charles S. Aaronson*

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Four Recommendations on FCC Will Go Into Bill For Congress

From THE DAILY Bureau

WASHINGTON, Apr. 6—A House Commerce Investigating Subcommittee is still studying the activities of the Federal Communications Commission in some 25 television channel allocation proceedings, and will definitely hold hearings on at least some of these, Chairman Harris (D., Ark.) said.

He wouldn't indicate which cases, or exactly when the hearings would take place.

He also promised to introduce shortly after Congress returns from its Easter recess next week legislation to carry out four recommendations the subcommittee made unanimously in an "interim report" issued Friday. The subcommittee last week wound up a round of hearings on pressures on the FCC in connection with the award of Channel 10 in Miami and the practice of some commissioners of accepting expenses and other favors from industry groups.

Asking D. of J. Action

The subcommittee report said the hearings record was being referred to the Justice Department "for appropriate action with respect to the violations of law thus far disclosed." However, the report went no further and Harris refused to elaborate. Nowhere in the report was the name of any commissioner mentioned; the subcommittee's hearings on the Miami case led to the resignation of Commissioner Richard Mack.

The subcommittee's recommendations for legislation were four: the FCC adopt, publish, and keep up-to-date a code of ethics governing relations with industry groups and other matters; present law be revised to eliminate the right of FCC members to accept compensation for speeches to industry groups; all people outside the FCC staff be barred from making contact outside regular hearing proceedings with commissioners in connection with matters before the commission; and the president be given the right to remove commissioners for neglect of duty or malfeasance.

Harris said the subcommittee needed more information before making recommendations on various other questions raised in the hearings, such as whether the chairmanship should be rotated annually, whether the agencies' budgets should be submitted directly to Congress without budget bureau review, the powers of the chairmen, and the terms of office and salaries of commissioners.

The subcommittee report said some commissioners and some industry officials and groups had been guilty of "questionable conduct" in their relationships with each other. "The questionable propriety of some of this conduct," it said, "has seriously undermined public confidence in the FCC."

Expense Accounts a Factor

The subcommittee specifically criticized the practice of commissioners of having expenses at industry meetings paid for by industry groups, accepting these expense payments and also government per diem allowances, accepting color TV sets and other equipment as gifts or loans, and giving in to pressures on pending cases.

If commissioners go to industry meetings, the subcommittee said, it should be at government expense. But it suggested that the commissioners could do the public and the industry more good by spending more time at the commission working on pending problems than by traveling around to meetings.

Pressures on commissioners in connection with pending cases "cannot be tolerated," the subcommittee asserted. It also criticized "the long delays which have many times occurred in rendering final decisions." It said these delays made possible increased pressures on the FCC, and promised to submit legislation later designed to minimize delays on TV license cases.

DeGray Named to Head ABC Radio Network

Edward J. DeGray has been appointed to head the ABC Radio Network, it was announced by Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc. DeGray, who has served as vice-president in charge of stations for the network, succeeds Robert E. Eastman, who has resigned as head of ABC Radio.

DeGray has been with ABC Radio since October 1955 when he was named national director of station relations. He was elected vice-president in February, 1957.

CBS Letter on Toll-TV In Congressional Record

From THE DAILY Bureau

WASHINGTON, Apr. 6.—Senator Thurmond (D., S. C.) has put in the Congressional Record a letter by CBS vice-president Richard S. Salant, replying to Zenith Radio Corp. charges that the TV networks had been carrying on an unfair propaganda campaign against toll television.

Thurmond said "Mr. Salant eloquently defends his particular network against the charges brought by (Zenith president) Commander McDonald. I think his defense would apply to the television broadcasting industry in general." Thurmond, of course, is a leading critic of toll television.

Inserted in the 'Record'

Both the Zenith letter, which Thurmond also inserted in the record "to present both sides of the argument," and the CBS letter were made public late last month.

Atlanta Radio Stations Get License Renewals

Special to THE DAILY

ATLANTA, Apr. 6.—The Federal Communications Commission said it has granted regular three year license renewals to Atlanta radio stations WSB, WAGY and WYZE, after approving their program logs for the past year. At the same time, the commission declined to comment on trade reports that license renewals for 10 other radio stations in Atlanta have not been acted upon, pending responses to staff "letters of inquiry" about program logs submitted for review here.

The stations which have not as yet received their renewals are WAKE, WAOK, WEAS, WQXI, WTJH and WHIN. In such cases, the station involved continues on a deferred license basis.

WB-TV Center in Burbank Is Opened

Special to THE DAILY

BURBANK, Calif., Apr. 6.—Warner Bros.' $1,000,000 television operation centre in Burbank, Calif., has been opened officially by Jack L. Warner, president; television executive producer William T. Orr and the company's five top-rated television stars. On hand for the ceremony were Clint Walker of "Cheyenne," James Garner and Jack Kelly of "Maverick," Will Hutchins of "Sugarfoot" and Wayde Preston of "Colt .45."

The building will house the complete administrative and production staff of Warner Bros.' television division.

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DETROIT—Palms'

'Run Deep' Great

NEW YORK—Victori

'Run Deep' Sock

MINNEAPOLIS—Gopher

F-L-A-S-H-!
THE BIGGEST OPENING
WEEK IN UA HISTORY
AT THE VICTORIA, N.Y.

'Run Deep' Great

BOSTON—Orpheum

'Run Deep' Smash

CHICAGO—United Artists

'Run Deep' Boffo

SAN FRANCISCO—United Artists

'Run Deep' Socko

DENVER—Paramount

HECHT, HILL and LANCASTER [illegible]

CLARK GABLE · BURT LANCASTER
RUN SILENT, RUN DEEP

[illegible] JACK WARDEN · BRAD DEXTER · DON RICKLES · NICK CRAVAT · [illegible] JOHN GAY
[illegible] Captain EDWARD L. BEACH · [illegible] ROBERT WISE · [illegible] HAROLD HECHT

[illegible]

THR
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 68 NEW YORK, U.S.A., TUESDAY, APRIL 8, 1958 TEN CENTS

EDITORIAL

Mis-Directed Zeal

By Sherwin Kane

ONCE AGAIN the industry becomes a world-wide loser because of the well-meant but nonetheless misguided publicity endeavors of one of its members. This time it is the survey prepared for the Hollywood Film Council, intended to show that because the industry has been on the downgrade since 1946, Hollywood production presumably is in need of artificial respiration.

The report was treated in national network and news syndicate handlings as further proof that not only Hollywood but the entire industry is washed-up and done for.

For example, the N. Y. Times' Page 1 headline read: "Movies' Decline Held Permanent." And the subhead: "Survey by Film Unions Finds '46 Status 'Gone Forever'."

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Industry members were puzzled no doubt to learn that the fact that the abnormal prosperity of 1946 is past, can be construed today as news. It is just as "gone" for any number of other industries, unpublicized. It is something that the industry has been aware of for a long time.

To publicize the fact at this stage as though it were something new, even in the hope of achieving production stimulants from which Hollywood labor might benefit, is a misdirected action.

•

As for the program the survey proposes, there is no more reason to believe that an Eady plan for Hollywood would be any more valuable than it has been to England, and certainly an increased admissions tax is too great a price to pay for it. On point 2, negotiations of reasonable foreign remittances are being diligently and ably handled by Eric Johnston, his associates and other industry leaders.

The tax modification proposal is valid and should be assisted. Some amendment of the Paramount consent decree is desirable but it is doubtful whether any unanimity of industry thinking could be attained in order to give it a chance of succeeding.

Brochure Soliciting Exhibitor B-B Contributions Distributed

A brochure soliciting exhibitor contributions to the industry's $2,300,000 business-building fund is being distributed to theatres over the country through the exchanges of National Screen Service, it was announced yesterday by COMPO. The mailing of the brochure marks a further implementation of the all-industry campaign.

Bearing on its cover the injunction, "Get Into This Fight . . . It's For

(*Continued on page* 8)

Damis Will Head S-W Phila., D. C. Zones

Frank Damis

Frank J. Damis has been elected a vice-president of the Stanley Warner Management Corp. and will direct the company's theatre operations in the Philadelphia and Washington zones, which are being merged under his supervision, Harry M. Kalmine, vice-president and general manager, announced yesterday.

Damis began his industry career in the film room of the Paramount

(*Continued on page* 8)

Big Weekend For Broadway

New York City may have had its "rainiest Easter on record" as the Weather Bureau called it, but theatre business on Broadway for the weekend generally held up to the high expectations exhibitors had expressed for it in advance. Whether the Sunday rain helped or hindered the theatres

(*Continued on page* 8)

Fox to Release 12 April Through June

Twentieth Century-Fox will release 12 feature productions in the second quarter of 1958, April through June, it is announced by Alex Harrison, general sales manager. Included in the list are five Regal productions.

Heading the schedule is "The Young Lions." In addition 20th-Fox

(*Continued on page* 8)

Ships and the Sea Star As Cinemiracle Opens

By GEORGE SCHUTZ

(Additional stories and pictures on pages 6-8)

WITH a picture which exploits the quality of adventure inherent in a square-rigged ship of sail riding the high seas to far ports of differing lands, National Theatres this week brings its Cinemiracle process to the public in two premieres, one for each of the nation's ocean coasts. The initial production, "Windjammer," will be given premieres at Grauman's Chinese theatre in Los Angeles tonight, and at the Roxy in New York tomorrow night, then begin an indefinite engagement on a reserved seat policy the following day.

The motion picture's second three-panel process, Cinemiracle is launched, as indeed one may say, with material lavish in opportunity for its photographic advantages. Beyond the

(*Continued on page* 4)

Under Study

'Oscar' Show For All Nets Up to NBC-TV

Would Have to Waive Pact; MPA Meet Hears Reports

Whether the telecast of the Academy Awards annual presentations will be offered to all networks as a public service program now appears to hinge on whether or not NBC-TV would agree to waive its contract covering the next two years with an option on a third, it was indicated yesterday following a meeting of Motion Picture Association directors here, at which the subject was discussed.

Jerry Wald, producer of this year's telecast show and a backer of the idea that the industry be let off the $650,000 "hook" by making the program a public service one, indicated that NBC-TV would be sounded out on its attitude toward waiving the remainder of its contract. CBS and

(*Continued on page* 2)

Harrison Takes Post As Hospital Chairman

Alex Harrison

Alex Harrison, general sales manager of 20th Century-Fox, has accepted the appointment of national distributor chairman for the Will Rogers Memorial Hospital at Saranac Lake, N. Y., Abe Montague, hospital president, announced here.

"Harrison fills the chairmanship to which, for the past eight years, the late Charles Feldman was so sincerely dedicated," said Montague, "and it is in the Feldman tradition of

(*Continued on page* 8)

CINEMIRACLE—Special Section Starts on Page 4

PERSONAL MENTION

ADOLPH ZUKOR, chairman of the board of Paramount Pictures, has returned to New York following an extended stay at the studios.

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ARTHUR EHRLICH, United Artists manager in Panama, has returned there from New York.

•

HANK FEINSTEIN, Allied Artists salesman in the New York territory, is celebrating his seventh wedding anniversary today.

•

ERIC PLESKOW, United Artists manager in Germany, is in New York from Frankfort.

Supply Firms Invited To TOA-NAC Show

Invitations to display at the NAC-TOA motion picture industry trade show, October 21-25, 1958, in the Americana Hotel, Miami Beach, have been mailed to all allied supply firms according to a joint announcement by president Ernest G. Stellings of Theatre Owners of America, board chairman Bert Nathan, and president Lee Koken of National Association of Concessionaires. Firms are offered a selection of 170 booths in the hotel's large exhibit auditorium.

NAC-TOA have incorporated exhibitor suggestions in their 1958 trade show planning, it was stated. These include eliminating general membership business sessions during exhibit hours; sending a questionnaire to all 1957 NAC-TESMA-TOA motion picture industry trade show exhibitors to determine the most satisfactory exhibit hours for the 1958 show; plans to hold certain social functions, and to offer prizes in the trade show auditorium to insure greater buyer attendance.

Cochranes in Hospital

Robert H. Cochrane, who was president of Universal Pictures from April, 1936, to December, 1937, and has since retired from the industry, and his brother, P. D. Cochrane, a former vice-president of the same company, are both in New Rochelle Hospital. A hospital spokesman said the condition of both was good yesterday.

Levy to Britain

Herman Levy, general counsel of Theatre Owners of America, will sail for Britain at the end of the month to confer with the Cinematograph Exhibitors Association "on mutual problems."

'Oscar' Show Up to NBC-TV

(*Continued from page 1*)

ABC-TV already have indicated interest, Wald reported.

Top Hollywood talent also is in favor of the public service idea, it was learned, and will back it. They were described as feeling that after contributing their talent without charge to the program, the industry should not be called upon to pay for it. However, most observers felt that there is very little prospect of NBC-TV waiving its contract and that the idea of making the telecast a public service program is likely to remain dormant pending the expiration of the pact.

Audience Vast, Says Seaton

George Seaton, president of the Academy of M.P. Arts & Sciences, and Wald reviewed results of the March 26 program for the meeting, reporting that between 78 and 90 millions saw the telecast, 215 millions heard the radio broadcast, including the Armed Forces abroad, and millions more saw the 16mm. prints.

As direct results of the event, four extra Awards films have been invited to film festivals in addition to films previously nominated, and the Public Relations Assn. of the U. S. voted to award its Silver Anvil to the Academy for the telecast as one of the best public relations accomplishments of the year. Wald will receive the award in Washington on May 2 on behalf of the Academy.

Wald has agreed to produce next year's show, which the industry, through the MPA, already is committed to sponsor again on a non-commercial basis.

Press Coverage Much Improved

Roger Lewis and Jerry Pickman of the Academy promotion committee for distribution, reported to the meeting on the all-out cooperation in promoting the Awards program given by exhibition, which, they felt, contributed importantly to the huge audience gained for it. Press coverage, too, was better than ever before.

Ralph Hetzel, MPA vice-president, presided at the meeting in the absense of Eric Johnston, president. Members of the advertising-publicity directors committee, of which Paul Lazarus, Jr., is chairman, attended.

CBS Struck; Web Calls Rejected Offer Liberal

Approximately 1,300 men are involved in the strike called against CBS by the International Brotherhood of Electrical Workers, which went into effect at 1 P.M. yesterday.

The final CBS offer, rejected by the union, included an agreement for 2½ years with an average wage increase of $1,200 per man for that period.

William C. Fitts, Jr., vice-president of CBS in charge of labor relations, declared in a statement yesterday that the offer made to the union would cost CBS $1,600,000 for the 2½-year period, would give an average wage of about $185 per week to each man, which sum he said, with overtime and extras, would be equal to about $10,000 a year or better.

Some 300 or more executive personnel, previously trained for such an emergency, stepped in at 1 P.M. yesterday to take over technical functions to keep as many shows as possible on the air.

Reports from Hollywood tell of similar emergency measures in effect at the network's Court studios.

M. Diamond, 93

HARTFORD, Apr. 7 – Morris Diamond, 93, veteran Connecticut showman, who owned the Life Theatre, New Haven, and operated the Penny Arcade at Savin Rock Amusement Park, for 45 years, died recently at the home of his daughter.

Suit vs. Loew's Int. To Begin Here Today

Trial will get underway here this morning at 10:30 in the damage suit asking $2,600,000 brought by the Bank of America, Enterprise Productions, and Sunset Securities Co. against Loew's International. The plaintiffs have charged the latter with "breaking a 1947 agreement" by not using their best efforts in handling the release abroad of nine films made by Enterprise.

Gibson, W. J. German Vice-President, Dies

Special to THE DAILY

CHICAGO, Apr. 7 – Funeral services will be held tomorrow morning here for Thomas L. Gibson, vice-president of W. J. German, Inc., and manager of that company's Chicago office, who died April 4. He had been with the German organization since 1932 and with Jam Handy and Rothacker Laboratories prior to that. He is survived by his wife and two daughters.

Detroit Hears Johnston

DETROIT, Apr. 7 – The immediate and long-range impact of foreign trade on our economic system was the theme of an address delivered here this afternoon by Eric Johnston, president of the Motion Picture Association of America at a luncheon of the Economic Club of Detroit.

RKO Names Kaufman; Acquires Two Pictures

The appointment of Arnold Kau
man to the position of general mana
ger of RKO Teleradio Pictures' ne
film financing division was announce
yesterday by Thomas F. O'Neil, pre
ident of the company. At the sam
time, O'Neil said that Kaufman ha
already negotiated a contract wit
Benedict Bogeaus for two films, o
both of which major shooting ha
been completed. The pictures are no
being processed for RKO release.

O'Neil said that Kaufman was ne
gotiating further deals with indepen
ent producers, directors, writers, a
tors and others seeking financial su
port for film projects. "RKO will de
with these people for either long-
short-term arrangements which a
mutually beneficial," O'Neil said.

Jules Verne Story Included

The two Bogeaus films produce
with RKO are "Enchanted Island
starring Dana Andrews and Jane Pov
ell in a story adapted from Herma
Melville's "Typee," and Jules Verne
"From the Earth to the Moon,"
science-fiction story starring Josep
Cotten, George Sanders and Deb
Paget. "These two films are prot
types of what we have in mind f
the future," O'Neil stated.

Kaufman, who will now alterna
his time between the RKO offices i
New York and Los Angeles, has bee
an executive of RKO Teleradio sin
1948. He has been a vice-president
the company since February 1957 an
until recently served as chairman
the advisory committee of RKO Tel
radio. In arranging the first major m
tion picture licensing agreement f
television in 1955, he was chief neg
tiator for RKO in the sale of its fil
library to Matthew Fox and the C &
Super Corp. Kaufman has also serve
as aide to O'Neil in negotiations i
volving a number of broadcasting an
motion picture projects.

NEW YORK THEATRE

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Rockefeller Center • CI 6-4600
DANNY KAYE
in "MERRY ANDREW"
co-starring PIER ANGELI
BACCALONI • NOEL PURCELL • ROBERT COOTE
In CinemaScope and METROCOLOR
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

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The New York

PARAMOUNT

sets

5-YEAR RECORD

with

"THE YOUNG LIONS"

BIGGEST FIRST 4 DAYS

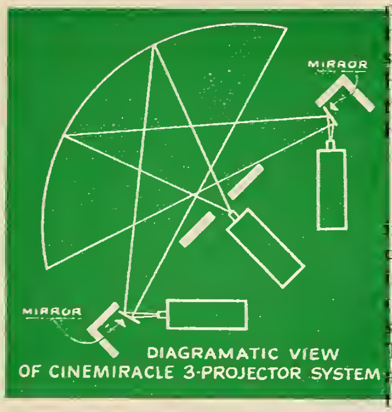
ON STRAIGHT-FILM POLICY!

"Windjammer" First in Cinemiracle

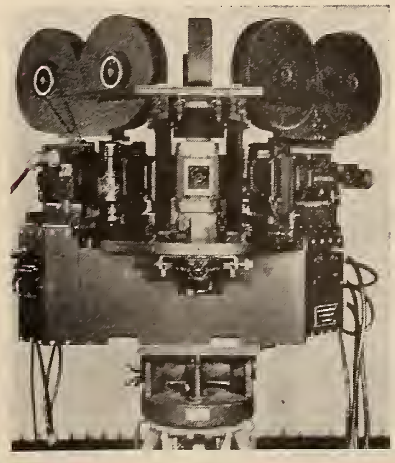
(Continued from page 1)

broad decks and tall masts of the ship is the rolling immensity of the ocean. There are broad and distant vistas of exotic ports, and the unique modern dimensions of New York. In a trip aboard a submarine is captured the awesome measure of the sea. From sea to land and back again the triple camera takes the audience on a voyage of the *Christian Radich*, three-masted training ship of the Norwegian merchant marine, and does it to a degree of direct experience attainable only with visual domination, full definition and tonal resolution that mark (however much it may otherwise be achieved) a multi-panel technique.

Such potentiality of the motion picture screen was realized in Cinerama. Cinemiracle applies the same principle, but in a different way. Its optical system employs mirrors which have their most obvious advantage in placing all of the three projectors in a single booth. Mirrors are also used in cinematography, having here, however, quite a different function, that of co-ordinating the optics of the three cameras (lens parallax).



The Cinemiracle camera (below) with its middle-panel camera, which photographs the scene directly, flanked by cameras photographing the side segments from fixed mirrors (edge and back appear in photo) . . . Above is the projection scheme of the Cinemiracle process, with all projectors in one booth, beams of side projectors being deflected to proper panels by mirrors.



Each side camera shoots into a mirror reflecting its segment of the scene, with the central camera photographing the middle panel direct. The mirrors are fixed, adjustment to continuous coverage of the field, with a slight overlap of the three sections, being made through the Smith-Dieterich lens control system noted below.

Mirrors Advantageous

Use of mirrors for the side images, instead of direct photography for all cameras, as in the Cinerama system, is said to facilitate optical alignment of the three cameras for fusion of the segments without practical distortion. The three equal segments encompass a field of 146 by 55 degrees, or a little less than that of human vision.

The Cinemiracle camera is also distinguished by electronic focusing. This is accomplished by an adaptation of the Smith-Dieterich voice coil technique which mounts each lens on a carriage in a magnetic field. Responding to variation in the amount and direction (polarization) of electrical current, the mount moves on roller bearings forward, backward, or sidewise. Enough mechanical tension is provided to assure rigidity in the correct position.

Seascapes Are Impressive

Electrically interlocked, the three optical systems respond in unison to cover the scene with that definition to its full depth which is an advantage of three-panel cinematography in providing for a screen image proportionate to the field of vision. With a range, for the full 146-degree coverage, starting as low as two feet when absolute sharpness in immediate foreground is not critical, and with sharp definition from about six feet to infinity, Cinemiracle process makes "Windjammer" a continual demonstration of that advantage. When a cloud in the far distant sky is as sharply defined as the foam of the sea lashing a submarine turret in the foreground, the complexity of multi-panel technique seems justified.

Built by Mitchell, the three-headed camera, blimped, weighs around 500 pounds. Yet in scenes aboard ship and in underwater shots it exhibits mobility seemingly equal to most conditions presented a conventional studio camera.

Match-Lines Eliminated

Film processing is also peculiar to the Cinemiracle system. While fusion of the Cinerama panels on the screen involve the projector mechanism, Cinemiracle provides for elimination of the match-lines in the printer. As noted above, camera coverage overlaps each segment a little. In the printer the overlap area is vignetted, or "feathered." This is done by printing a strip, substantially in the width of the overlap, of graduated opacity on the positive film—on the inside of each side-panel print, on both sides of the middle print, with graduation—call it a series of grays—from dark to light proceeding from the perforations inward. The positive runs through a "feathering head" to be exposed to this vignetting image, then continues on to the picture head. The vignetting process involves shifting the feathering image, which is on glass, according to focus. This is done automatically from a "cued" punch tape.

Adaptable to Local Conditions

Projection of the three picture prints allows some latitude in the placement of the mechanisms as local conditions advise. The central projector of course beams directly to the middle panel. The side machines can be variously related to it in distance and angle, with mirror angles adjusted to angle of throw (see accompanying diagram). There can be no vertical projection angle, however, because of the segmental match lines. (In the Roxy a projection booth, a little over 20 feet wide, has been built at the front of the balcony, just below the regular projection room.)

The Cinemiracle projectors, designed and fabricated by the Century Projector Corporation, necessarily depart radically from regular 35mm mechanisms, not only with respect to drive for film movement at 146.25 feet per minute—as with Cinerama, Cinemiracle has a six-hole pull-down with frames approximately one inch wide by an inch and an eighth high, or 26 frames a second—but in sprocket specifications and in disposition of magazines. The latter is a feature that could be a belated innovation of value to projection generally: Neither magazine is attached to the projector.

Reels Hold 8,000 Feet

All elements of the projector related to film travel have been designed and machined to the lowest possible tolerance of weave in order to insure practically positive image imposition, fluctuation being of course intolerable at match line. Considerations of vibration as well as of film weight—reels hold 8,000 feet for continuous projection to an intermission break—led to mounting magazines entirely free of the projector and its pedestal. They are racked side by side near the floor, and the film travels up from the feed magazine through an idler train guiding it from one side of the gate into the movement—a curved trap, incidentally—and similarly down to the takeup.

Further in the interests of accurate imposition, Cinemiracle prints as well as negative have Dubray-Howell perforations.

The three projectors operate synchronously through an electrical hookup, into which is tied the sound reproducer. The separate sound strip carries seven magnetic tracks, actuating five screen speaker systems and two surround channels, one for each side and adjoining rear. "Windjammer" sound is an RCA recording.

Picture 90 Feet Wide

Development of the Cinemiracle system has contemplated a smaller curvature of screen than that used by Cinerama for an "engulfing" effect. The Roxy and Chinese engagements are presenting a picture a little over 90 feet wide with a curvature—both screens are on R. L. Grosh & Sons free-standing frames—of about 14 feet, which introduces relatively little lineal distortion, even at the extreme sides.

The screen in each case is a Hurley self-pigmented vinyl sheet, which is lenticulated, not to control angles of reflection, but rather to overcome any specular characteristics that might reduce uniformity of reflectance over the three panels. And in both theatres projection light sources are Ashcraft Super Cinex lamps with automatic arc control. At the Roxy they are operated at 145 amperes.

Glitter — and Publicity — to Signal Openings in N. Y. and Hollywood

First glimpses and possibly gasps at the new Cinemiracle process will come in Hollywood tonight, as National Theatres gives to its brain child a premiere at the traditional site of premieres—the Chinese Theatre, rebuilt especially, like the Roxy—and with all the hoopla obtainable only in the production capital.

Zsa Zsa Gabor will lend her glamour and possibly make news, by landing in a helicopter in the theatre forecourt, and there ascend a ship's-bridge (duplicate of the "Windjammer" 's), to be interviewed, along with dozens of others by television. And patrons who as usual will be hurried inside won't miss these ceremonies: they'll see them on a television screen 12 by 15 feet.

Promotion which began several weeks ago comes into focus with tonight's and tomorrow's openings; and not the least is "Miss Cinemiracle": Dorothy Doliver, chosen by columnist Earl Wilson. She has prizes, and a wardrobe described as regal, and carrying important tieins with such as Capezio, Mr. John, Friedlander gowns; and she'll appear on as many TV programs as possible. Random House is pushing a hard cover, one-dollar "Windjammer," which Jim Hardiman of Cinemiracle edited, Ray Freiman of the book house produced, and which has color photos, and copy by Captain Alan Villiers.

TOO *Exciting* TO DESCRIBE!

CINEMIRACLE

...MUST BE SEEN TO BE BELIEVED!

THE PRESS AND INDUSTRY LEADERS AGREE!

LOUELLA PARSONS — *L. A. Examiner*

"The last word in perfection... best participation... perfect clarity from any seat."

JIMMY STARR — *L. A. Herald-Express*

"Another new era for Hollywood... first wall-to-wall projection."

JACK L. WARNER — *Pres. Warner Bros.*

"Most advanced method of motion picture presentation since the origin of film itself."

PHILIP K. SCHEUER — *L. A. Times*

"Literally wall-to-wall projection...best shown to date."

HOLLYWOOD REPORTER

"CINEMIRACLE tops them all! Nearest approach to what human eye sees... illusion of depth is remarkable!"

KING VIDOR — *Famous Director*

"You don't look at CINEMIRACLE... it picks you up embraces you... and you become a participant in the scene."

JOHN FARROW — *Famous Director*

"The advent of CINEMIRACLE marks a milestone... by means of its magic, audiences participate, without consciousness of technique, in the drama and spectacle of beautiful and remote places."

National Theatres presents the first CINEMIRACLE attraction
LOUIS DE ROCHEMONT'S *spectacular epic...*

"WINDJAMMER"

gorgeous
COLOR
by
Eastman
★
Stereo
Hi-Fi
7-track
Sound

INVITATIONAL WORLD PREMIERE → **HOLLYWOOD'S** world famed **CHINESE** Theatre • TUESDAY, APRIL 8th

FOLLOWING SHORTLY AFTER

NEW YORK	OSLO, NORWAY	LONDON, ENGLAND	CHICAGO
at the ROXY	at the COLOSSEUM	at the ODEON, TOTTENHAM COURT ROAD	TO BE ANNOUNCED

The next CINEMIRACLE attraction...Max Reinhardt's "THE MIRACLE"...now in preparation by Warner Bros.

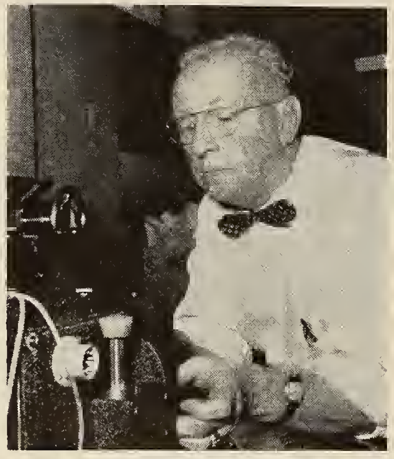
the People

ELMER C. RHODEN, president of National Theatres, more than two years ago gave form and substance to the idea which reaches its climax tonight and tomorrow night in New York and Los Angeles. Confident that Cinemiracle would be permanent and successful medium of entertainment for the future he approved the research which brought it to fruition and the arrangement with Louis de Rochemont which resulted in "Windjammer." Now Rhoden is engaged in establishing theatres for it throughout the world.

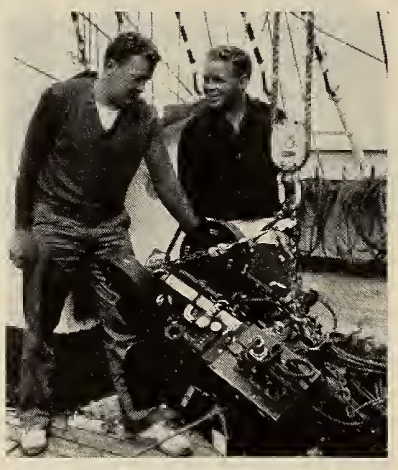
LOUIS de ROCHEMONT, producer of "Windjammer" has a long and distinguished record going back to the March of Time and before. Known for making the camera rather than actors the star of his pictures, he has nevertheless developed such stars as Lauren Bacall, Karl Malden, Mel Ferrer and Ernest Borgnine.

RUSSELL H. McCULLOUGH, the man in whose name most Cinemiracle patents were applied for, is director of research and development for National Theatres. He has been a member of that organization since 1924 and is responsible for many advances in sound, projection and theatre construction.

COLEMAN T. CONROY, Jr., photographic director of the Cinemiracle camera department, joined the Cinerama organization in 1952 from Bell & Howell. He was the operator of the Cinemiracle camera throughout the shooting of "Windjammer" including hanging on to the outside of a submerged submarine.



P. STANLEY SMITH, is co-inventor of the Smith-Dieterich electronic lens system which allows depth of focus at full aperture on the Cinemiracle camera. He has been associated with Warner Bros. as Hollywood sound-recording supervisor, and with the RCA Victor Corp. He is founder of the Smith-Dieterich Corp.



LOUIS de ROCHEMONT III, right, director of "Windjammer" and son of the producer, is a Dartmouth graduate who started to work on short films while in college. From 16mm to Todd-AO to Cinerama, he has had experience with many of the new processes. At left is Gayne Rescher, director of photography.

RICHARD C. BABISH, director of technical film services for Cinemiracle was a laboratory technician for Paramount News, vice-president and consultant of Vitarama Corp., and with the late Fred Waller was co-inventor of a number of Cinerama patents leased to Vitarama and the Cinerama Corporation.

The Christian Radich sails across New York bay at a dramatic, and widely publicized, point in her six months cruise from Norway.

and the Picture

A U.S. Navy task force off the bow of the Christian Radich in the Caribbean, preliminary to some of the most exciting shots in "Windjammer."

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IN THE FIRST
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Metropolitan Sound Gets Prologue Credit

The musical prologue for the new Cinemiracle film, "Windjammer," opening this week at the Roxy on Broadway, was re-recorded and mixed at the Metropolitan Sound Studios in New York. Winnie O'Keefe, general studio manager, reports that a number of feature films produced in the east and some made on the west coast have been handled at the plant. Among them were "Paths of Glory," "Country Music," "The Goddess," and others. Numerous TV commercials also have been re-recorded at Metropolitan, as well as the Lowell Thomas "High Adventure" series and the records of the NBC show, "Outlook," and the CBS show, "Conquest," among others.

Harrison Takes Post

(Continued from page 1)

service and progress for our hospital that the first official act, by Harrison, in his new capacity, is the inauguration of the 1958 health program of the hospital.

"Plans of this program, which is now getting underway, and already has the endorsement of all distribution companies, TOA, Allied, and the unions and guilds, call for offering free chest-check examinations for all employees in the industry."

Cooperation Is Full-Scale

The National Tuberculosis Association, along with its affiliates and local health departments across the country are cooperating with the Will Rogers Hospital in the industry-health survey. NTA facilities and personnel will service the examinations, and the industry's distributor and exhibitor organizations will direct and execute the program.

Damis Named

(Continued from page 1)

New York Exchange. Within two years he moved over to Warner Bros. theatre organization as a booker in the New York office. In 1929 he became the film buyer for the Newark zone and then was transferred to Pittsburgh as film buyer, later becoming assistant zone manager.

He took over the same duties in Newark in 1934, becoming the zone manager, a position which he held for ten years before resigning in 1954 to engage in a personal venture. He returned to Stanley Warner as assistant general manager of the theatre company.

FPA Dinner Tonight

About 200 executives from all branches of New York's film production industry are expected to attend a cocktail party and dinner tonight at Toot Shor's in honor of the 1958 officers of the Film Producers Association of New York. The affair will launch expansion of the FPA to include companies in the laboratory, sound recording, equipment and other fields.

Big Broadway Grosses Mark Easter Weekend

(Continued from page 1)

depended on which exhibitor was talking, but most agreed that the weekend figures raised hopes for setting some new Easter Week records.

A record has already been recorded at the Paramount Theatre where "The Young Liens" took in $70,563 for the first four days of its engagement, Thursday through Sunday. This is the best the house has done for a similar period in five years on a straight picture policy, Bob Shapiro, managing director, said yesterday. On rainy Sunday the gross was $20,000, which was considered exceptionally good.

Music Hall Expects $195,000

The Music Hall is heading for a fine $195,000 week, ending Wednesday, with its traditional Easter pageant and "Merry Andrew." This figure is anticipated as the result of $110,000 received Thursday through Sunday, according to Russell Downing, president and managing director. On Sunday the Hall did $29,500, which was described as "very good."

Big news was also made by "The Ten Commandments," which on Friday began the first of its local neighborhood engagements in nine theatres in the metropolitan area. In three days the picture grossed $160,000 and is expected to make $280,000 in its first week, Paramount officials estimated yesterday.

Advance sales for reserved seats had guaranteed sell-outs for the Palace, Criterion and Rivoli where the attractions are "The Bridge on the River Kwai," "South Pacific," and "Around the World in 80 Days," respectively. Long lines were observed at all three theatres yesterday, with patrons seeking to secure tickets to the extra performances that have been scheduled throughout this week. The three houses have all adopted a policy of three shows daily for this week only.

Hard Tickets Snapped Up

For the three-day period starting Friday the "hard-ticket" attractions were reported at capacity. Receipts for "Kwai" (five shows) were $17,600; "South Pacific" (six shows), $25,145; and "Around the World (six shows), $21,170.

Business was also booming at the Mayfair, where "The Long, Hot Summer" took in $28,000 Friday through Sunday. The picture is playing day-and-date at the off-Broadway Fine Arts Theatre, where it also did an excellent $18,583 for the same period

Continuing to sustain its fast pac at the Victoria was "Run Silent, Ru Deep," which grossed an excellen $18,680 for the three-day weekend At the neighboring Astor, where th long-run "Witness for the Prosecution," is now in its ninth week business for the same period at $13,90 was considered to be very good.

Paramount reported that "Desir Under the Elms" will gross $25,70 for its fourth week ending Wednesda at two theatres, the Sutton an Odeon. It was also estimated tha "Teacher's Pet," now in its third wee at the Capitol, will take in $42,00 for its third week ending today.

'Marjorie' Grosses Big

Warner Bros.' "Marjorie Morningstar" opened over the Easter holida weekend in 150 key situations. Cite as typical grosses were the following: Metropolitan and Ambassado Theatres, day-and-date, Washington D. C., two days, $14,234; Stanley Pittsburgh, two days, $10,526; Stanley, Philadelphia, two days, $16,137 Paramount, Buffalo, two days, $10,046; Astor, Boston, two days, $10,018 Paramount, San Francisco, two days $8,878; Paramount, Kansas City three days, $6,696; Paramount Rochester, three days, $11,319.

'Young Lions' Booming

Twentieth Century-Fox's "Th Young Lions" opened "spectacularly over the week-end in key cities, the company said yesterday. Typical week-end (3-day) grosses on the film: Fox San Francisco, $19,423; Fox, Philadelphia, $20,693; Fox, Detroit, $21,708; Roosevelt, Chicago (2 days $16,801.

Brochure Asks B-B Support

(Continued from page 1)

Your Theatre's Life!" the pamphlet carries with it a pledge form on which exhibitors are asked to indicate the amount of their contribution and the method which they wish to use in paying it.

The brochure points out that the formula for contributions has been approved by authorized representatives of all the leading exhibitor organizations. These are Allied States Association, Independent Theatre Owners Association, Metropolitan Motion Picture Theatres Association and Theatre Owners of America.

Matched by MPAA Members

The formula calls for exhibitor contributions equalling one-half of one per cent of each theatre's 1957 film rental. These contributions, the brochure asserts, will be matched, dollar-for-dollar, by the following company members of the Motion Picture Association of America: Allied Artists, Columbia, Loew's, Paramount Pictures, RKO Radio, Twentieth Century-Fox, United Artists, Universal, and Warner Bros.

The pledge form makes it optional for the exhibitor to redeem his pledge in three ways. The first of these is by means of one payment, sent with the pledge. The second calls for two equal payments, the first to be returned with the signed pledge and the second paid within three months. The third method of payment allows for redemption of the pledge in six monthly installments, the first of which is to be sent with the signed pledge. A postage-paid envelope, addressed to COMPO, is included in the brochure with the pledge.

A special note on the pledge is as follows: "Because it is necessary to meet advertising deadlines, and also because producing-distributing companies will match your contributions, you are urged to mail your contributions for receipt by May 1. Make checks payable to Business-Building Campaign Fund, c/o COMPO, 1501 Broadway, New York 36, N.Y."

The wording of the pledge was worked out and approved at a meeting of representatives of the four exhibitor organizations and MPAA in New York on March 12.

The brochure spells out the details of the business building program, including the Academy Awards telecast, the upcoming newspaper and radio campaign for six months and a public relations campaign for a year.

The brochure breaks down the budget as follows: Academy Awards telecast, $650,000; newspaper advertising, $950,000; radio, $300,000; public relations, $150,000, and production and contingencies, $250,000.

B-B Campaign Meet

A meeting of the operating committee of the all-industry business-building campaign of which Paul N. Lazarus, Jr., is chairman, has been called for Friday at Motion Picture Association headquarters here to review the status of the projected national campaper and radio advertising campaigns, next phases of the all-industry program.

Kahane Would Resume His Part-Time Status

From THE DAILY Bureau

HOLLYWOOD, Apr. 7—Back from New York conferences with the Columbia Pictures committee appointed to select a suitable studio head, vice-president B. B. Kahane, who gave up his part-time status to take charge studio administration pending permanent arrangements, today again stated that he is not a candidate for production head but will continue to take part in the committee's considerations.

Kahane indicated he wishes to resume his part-time schedule.

Fox to Release 12

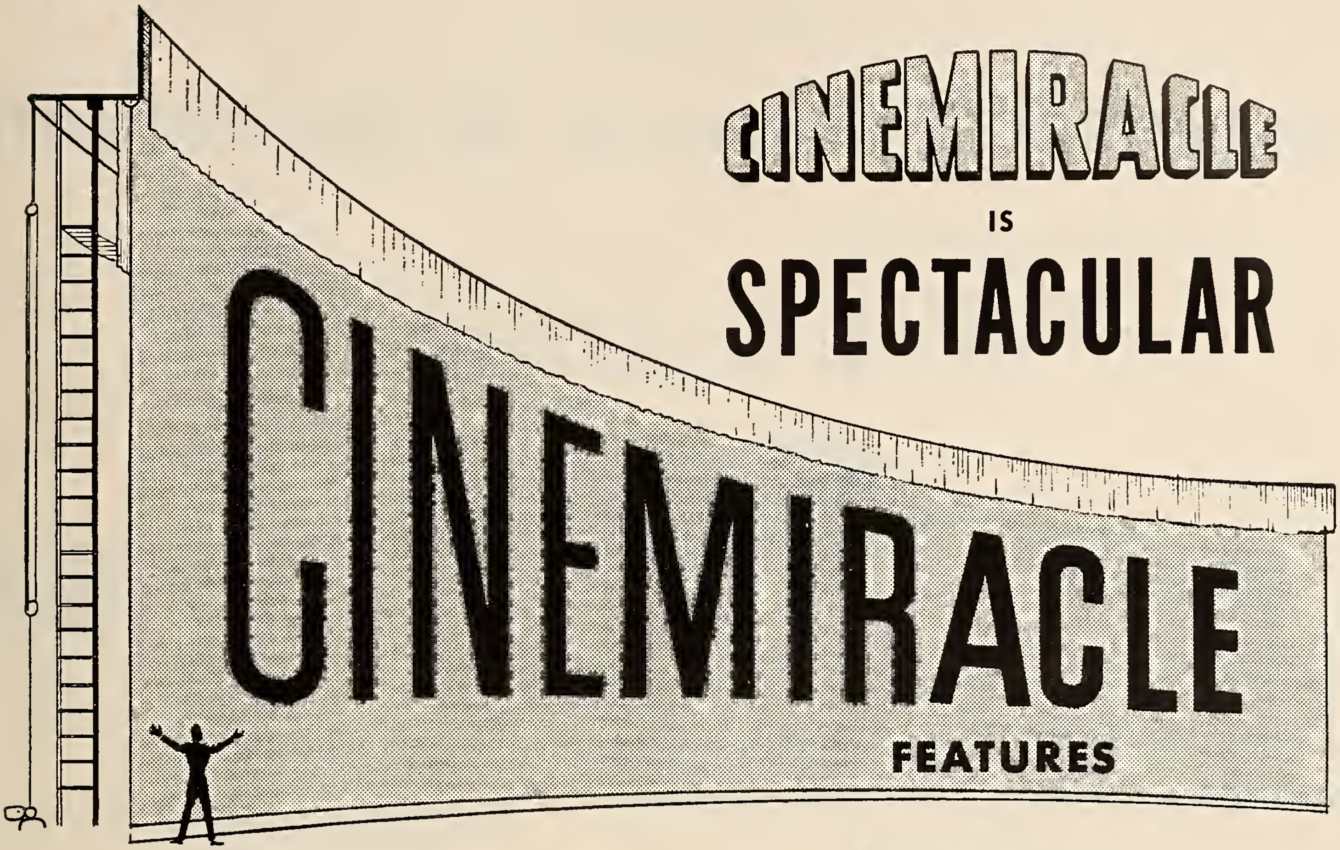
(Continued from page 1)

will release "The Long, Hot Summer," "Ten North Frederick," "From Hell to Texas," "Cattle Empire," "Fraulein," "The Fly" and "RX-Murder."

The Regal films, in Regalscope, are "Flaming Frontier," "Space Master K-7," "Thundering Jets" and "Gang War."

The first CINEMIRACLE production

Any way you Look at it!



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Louis de Rochemont's epic
"WINDJAMMER"

The day you'll always remember is when...

Louis de Rochemont's

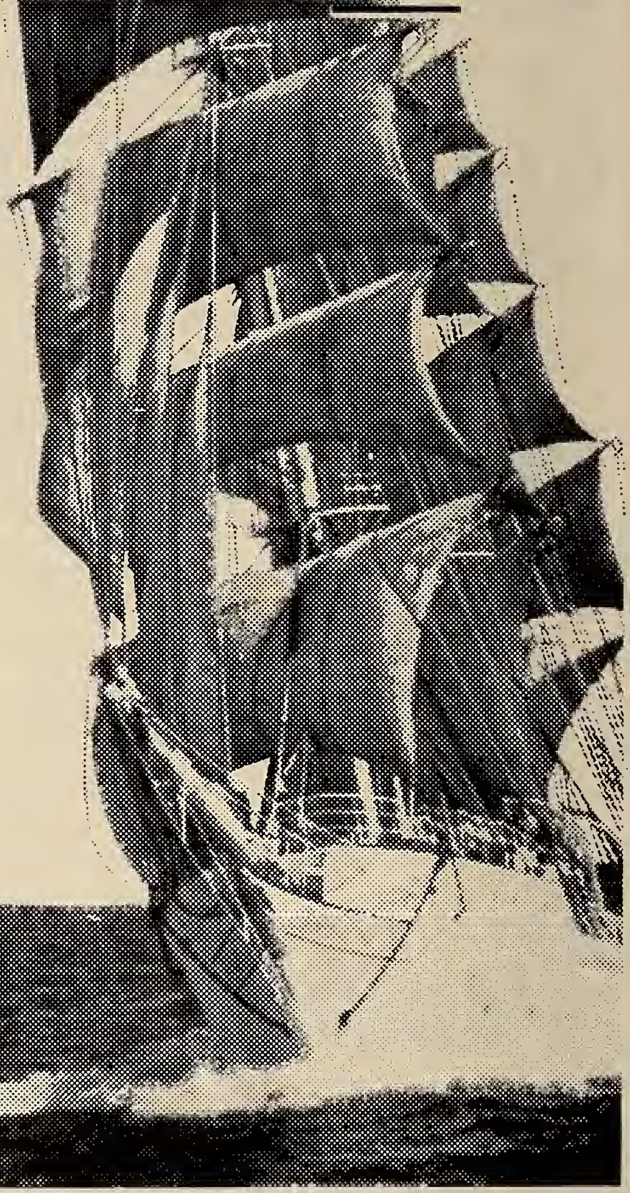
WINDJAMMER

...sails into your life!

At the boxoffice you "sign on" the beautiful full-rigger *Christian Radich*, and the dream you have always dreamed begins to come alive!

You and your shipmates live a modern odyssey—17,500 miles..239 days, a story of thrilling experiences at sea and exciting adventures ashore!

You sail your ship...meet your girls... sing your songs...live life to the full!



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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 83, NO. 69 NEW YORK, U.S.A., WEDNESDAY, APRIL 9, 1958 TEN CENTS

bel Name Studied

ew Records ivision Is ormed by Col.

ps, Wexler Appointed Top Executive Posts

Columbia Pictures announced yes- day it has formed a records division function as a major component its world-wide entertainment busi- ss." In addition to its domestic and ernational motion picture com- nies, Columbia has the Screen Gems evision subsidiary and Columbia ctures Music Corp., a publishing mpany.

The announcement stated that the cision to form the new record divi-

(*Continued on page* 5)

erman Robbins Elected resident of NSS

Herman Robbins, chairman of the ard of National Screen Service, was cted president of the company at e board meeting here Monday after- on, it was announced yesterday.

At the annual stockholders meeting the morning five other directors re reelected to the board and a w one named. The latter is Burton Robbins, vice-president in charge sales.

The other directors, who served on e board for many years, are Frank C. Weinberg, Robert L. Gruen, ck G. Leo, William B. Brenner, and seph A. Wolfe.

Industry Much Alive, Says Zucker; Wagner Pledges N. Y. Aid to FPA

By JAMES D. IVERS

"Hollywood is not nearly as dead as some people in Hollywood think it is," Nathan Zucker, president of the Film Producers Association of New York declared at a dinner honoring civic officials and association members at Toots Shor's Restaurant here last night.

Characterizing the motion picture industry as a "living, vital, growing force," Zucker pointed out that the recent "obituaries," including the "New York Times" headline: "Movies' Decline Held Permanent," were premature. "The industry is very much alive," he declared.

The speaker distinguished between

(*Continued on page* 4)

Cinemiracle Opens in New York, Hollywood

The Cinemiracle process, a three panel projection system designed to show an extreme wide angle picture and a "surround" effect, will be unveiled to the public tonight at the Roxy Theatre. First feature in the process is Louis De Rochemont's "Windjammer" the story of a six months' Atlantic cruise of the full-rigged Norwegian training ship "Christian Radich."

The Roxy opening will be a benefit for New York's Police Athletic League, attended by the city's social and civic leaders and scheduled for full television and radio coverage. Promotion tieins include the selection of a "Miss Cinemiracle" by columnist Earl Wilson, and the publication of a hard cover book, "Windjammer" by Random House.

The picture was given a full treat-

(*Continued on page* 4)

20th-Fox Board Meet On Coast Next Week

Meeting of the board of directors of 20th Century-Fox will open in Hollywood on Monday, the first meeting of the directorate to be held on the Coast in the company's history.

Spyros P. Skouras, 20th-Fox president, and Charles Einfeld, vice-presi-

(*Continued on page* 5)

Trans-Lux Theatres Have 'Best Year Since 1945'

Trans-Lux Theatres Corp. had its "best year since 1945" in the fiscal year of 1957, Percival E. Furber, chairman of the board and president of the Trans-Lux, tells stockholders in the company's annual report, released yesterday. The parent company and

(*Continued on page* 4)

Milton Pickman New Goldwyn Studio Head

From THE DAILY Bureau

HOLLYWOOD, Apr. 8.–Milton E. Pickman has been named general manager of the Samuel Goldwyn Studio, succeeding Robert Newman, whose resignation was announced last week. Pickman formerly was vice-president of Jerry Wald Productions at Columbia, and prior to that was essistant to the late Harry Cohn. Newman has joined John Wayne's Batjac Productions.

Resume July 1

'U' at Work On New Lineup Of Pictures

'Blockbuster' Emphasis Is Denied by Rackmil

By JAMES M. JERAULD

Universal-International is at work on a lineup of pictures to be started July 1 when production is resumed at the coast studios, Milton R. Rackmil, president, told newspapermen following the annual meeting of Decca Records stockholders which was held here yesterday.

Asked if it was true, as has been stated in recent weeks, that the company would concentrate on blockbusters, he said there was no such intention.

"What we want to do is lineup

(*Continued on page* 2)

Soviet-UA Talks Open Exchange Negotiations

By J. A. OTTEN

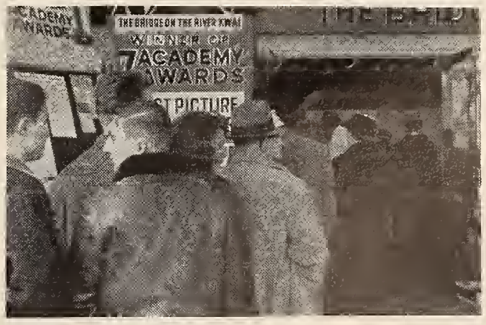
WASHINGTON, Apr. 8. — Russian film officials today got down to actual negotiations for purchasing specific American films, with the first negotiations taking place with United Artists.

Negotiations with individual companies will go on constantly from now on, it was indicated.

This followed a lengthy general session between Russian and U. S.

(*Continued on page* 5)

t the Music Hall, of course



At the Palace . . .

. . . And at the Paramount

The people on these lines, typical of business in the metropolitan area this week, em not to have heard of the Motion Picture Industry Council report on the state of the industry, or of the New York Times headline on it, "Movies Decline Held Permanent."

M.P. DAILY pictures

PERSONAL MENTION

B. G. KRANZE, vice-president of Stanley Warner Cinerama, left New York yesterday for Toronto.

•

JAMES H. NICHOLSON, president of American International Pictures, and SAMUEL Z. ARKOFF, vice-president, will leave Hollywood on April 19 for Europe.

•

SAMUEL GOLDWYN, Jr., will arrive in New York tomorrow from the Coast.

•

HAROLD SHARP, vice-president of the Coca-Cola Co., and CHARLES L. OKUN, theatre representative for the company, will leave here today aboard the "Queen Mary" for London and Variety Club convention there.

•

HELEN ROSE, M-G-M gown designer, will arrive in New York tomorrow from Hollywood.

•

WILLIAM MCGARRY, writer, returned to New York yesterday from Paris.

•

ERIC ROSE, manager of the Colony Theatre here, will arrive in Detroit on Friday to take over his duties as manager of the Trans-Lux Theatre there.

Mrs. Eva Vincent Dies; Wife of AFA Head

Mrs. Eva Burnham Vincent, wife of Walter Vincent, president of the Actors Fund of America, and a former film circuit operator, died of a heart attack Monday in Mount Sinai Hospital here. She was 82.

Vincent, who will be 90 on Aug. 10, received the Kelcey Allen award in absentia on Monday from persons prominent in the amusement field "for achievements spanning many decades in the theatre and for his unstinting labors in behalf of the theatre world's most notable charity."

South Books 'Acre'

"God's Little Acre," film version of Erskine Caldwell's book about the South, is being heavily booked for saturation playdates below the Mason-Dixon line, United Artists announced. Dates have been set in New Orleans, Alexandria, Baton Rouge, Biloxi, Gulfport, Hattiesburg, Lafayette, Lake Charles, Mobile, Monroe, Pensacola and Shreveport out of the New Orleans exchange. Also, Asheville, Charleston, Durham, Greensboro, Greenville, Raleigh and Wilmington in the Charlotte exchange area.

'U' at Work on New Lineup

(*Continued from page 1*)

product we feel will be profitable and that's what we're trying to do at the present time. It will be varied, and I can't tell you how many will be started between July 1 and the end of the year."

He commented with some asperity on a report that the company had planned to turn its distribution over to some major company.

"There has been endless conjecture on this," he said, "and it has usually been wrong. I have had conferences with presidents of several companies on industry problems, but I'm not going to say what we talked about as no decisions have been reached.

"What I am trying to do is find a new approach to some of the problems that have been troubling us. None of the current problems are insoluble. I feel certain the second quarter will be better than the first for Universal and the 25-cent quarterly will be maintained."

The inevitable question as to whether the company intended to dispose of its post-1948 films to television came up.

"Absolutely not," replied Rackmil. "We have no such intention. We didn't sell pre-1948 films; we leased them. No discussion of further leasing has arisen."

One stockholder at the Decca meeting asked Rackmil what the company was planning to spend on advertising this year. He refused to answer on the ground that it would be helpful to competitors.

Replying to a question as to whether he expected Universal to get back into the black, he said: "We have cut expenses between six and seven million and hope to try a new form of operation. We will make all kinds of pictures we think will make money."

Discussions have been held, he said, on the production of films for television, and the company will do it "if it can find the proper approach."

Five Decca Directors Renamed at Meeting

Stockholders of Decca Records, Inc., reelected five directors at the annual meeting here yesterday. They were, Milton R. Rackmil, Albert A. Garthwaite, Leonard W. Schneider, Harold I. Thorp and Samuel H. Vallaunce. The vote was 1,237,280 for and 2,790 against.

Following the meeting the board met and reelected the following officers: president, Milton R. Rackmil; executive vice-president, Leonard W. Schneider; vice-president and treasurer, Louis A. Buchner; vice-president, Milton Gabler; secretary, Samuel Yamin; assistant secretary, Isabelle Marks; assistant treasurer, Irving E. Wiener.

Operations of the record division showed a net income of $5,232,718, before taxes, as against $4,424,056 for the previous year. Net sales were $26,832,460 during 1957, representing a comparable increase over 1956.

Several questions were asked by John Gilbert, but the general atmosphere was serene throughout.

The reappointment of Peat, Marwick, Mitchell & Co. as auditors for one year was approved by a heavy majority.

Para. Ore. Office Shut

PORTLAND, Ore., Apr. 8 – In line with similar action by several other distributors, Paramount is now moving its offices to Seattle, it was announced today by Wayne Thiriot, manager of the company's exchange here.

Du Mont Reports Shift In Chromatic Status

Chromatic Television Laboratories has been dissolved and now is operated as a division of Paramount Pictures Corp., stockholders of Allen B. Du Mont Laboratories are told in the notice of the annual meeting of the latter's stockholders, set for May 5 at the company's office in Clifton, N. J.

Du Mont Laboratories, 634,400 shares of which is owned by Paramount, had an agreement to aid in establishing commercial mass production of Chromatic's single gun color television picture tube for a 10 per cent stock interest in Chromatic if its program was successfully completed. The agreement has been amended to substitute a 3½ per cent participation in the gross royalties or other proceeds derived by Chromatic from Chromatron patent rights.

Spent $242,000 First Year

Du Mont reports that it had spent $242,000 on the Chromatic development program the first year, and second year costs are expected to exceed that amount.

Stockholders will be asked to reelect the following eight Du Mont directors: Barney Balaban, Allen B. Du Mont, Armand G. Erpf, Thomas T. Goldsmith, Jr., Paul Raiburn, David T. Schultz, Percy M. Stewart and Edwin L. Weisl.

Only two officers of the company received remuneration in excess of $30,000 last year. They were Du Mont, whose salary was $50,000, and Schultz, president, $75,000.

Will Use Council's Survey In Union Negotiations

Although the Hollywood Fil Council's widely publicized surve depicting the industry as permanentl crippled left most exhibitors hot unde the collar, a few major circuit execu tives yesterday professed to hav found it uncommonly useful.

"We'll have it at our elbow to quot from freely the next time we sit dow to negotiate with the unions," the said.

Film Council Unit Plan Action on UCLA Study

From THE DAILY Bureau

HOLLYWOOD, Apr. 8 – A AF Film Council committee set up t meet with industry leaders respondin to president Pat Somerset's weeken letter, conveying a copy of UCL professor Irving Bernstein's especiall prepared report on the condition c the industry, will go into session som time this week to plan the next ste in the proposed campaign for actio against detrimental forces bearin on industry business, a council spokes man told MOTION PICTURE DAILY to day.

The spokesman said immediate ac ceptances on the part of industr leaders invited to take part in th conferences have been had from many despite the fact that the repor reached them only yesterday.

Even more indicative, the spokes man said, are several hundred re quests, by phone and telegram, fo copies of the report. The first mailin was restricted to 35 leaders invited t participate, and to principal pres groups and papers.

Benny Will Entertain At Milestone Dinner

From THE DAILY Bureau

HOLLYWOOD, Apr. 8 – Jac Benny, Jerry Lewis and Anna Mari Alberghetti will provide the enter tainment program for the Screen Pro ducers Guild's annual Milestone Din ner Sunday evening at the Beverl Hilton Hotel, at which the Mileston Award will be presented to Spyros P Skouras, SPG announced today.

R. T. Kettering Dies

CHICAGO, Apr. 8–Ralph T. Kettering, well-known publicist and playwright, died here last night after a heart attack. He was formerly wit Jones, Linick and Schaefer as advertising manager and for the past tw years had handled publicity fo Cinerama.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

A ROLLING STONE GATHERS A EPUTATION!

ndrew L. Stone and wife Virginia

ollowing M-G-M's elease of the suspense-hriller "JULIE," atten-ion was focussed on its irector Andrew L. tone, acclaimed as the ew Master of Terror.

ow as writer, director nd producer of "CRY ERROR" and with his ife Virginia Stone as roduction associate, cript supervisor, loca-on scout and film edi-or, the Stones again eveal the importance of uthentic locations to nhance suspense, ex-itement and realism.

he only husband-and-ife production team in ollywood is well-named The Rolling Stones."

M·G·M BACK ON TOP IN '58!

AN EXPERIENCE IN SUSPENSE!

Tense, taut drama—filmed amid New York City's skyscraper heights and thundering subway depths—a new experience in suspense entertainment!

M-G-M Presents

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JAMES MASON · ROD STEIGER · INGER STEVENS

Co-Starring

NEVILLE BRAND · Written and Directed by ANDREW L. STONE · A VIRGINIA and ANDREW L. STONE PRODUCTION

Television Today

One Man's TViews

By Pinky Herman

ON HIS fade-out program over ABC Radio, Merv Griffin made a gracious exit by singing Irving Caesar's "If I Forget You," an appropriate choice if we ever heard one. The beautiful song is a standard and we might add that Merv, likewise, will be around for a long time, he's that talented. . . . Phyllis Kirk, co-star of MGM-TV's "The Thin Man" series. arrives in Gotham tomorrow for guestints on two other Colgate-Palmolive programs, "The Big Payoff" and "Dotto." A cocktail party for the fashion press next Monday then back to Hollywood. . . . Marie Torre, radio-TV editor and syndicated columnist for the New York Herald-Tribune, who was sentenced recently to 10 days in jail for contempt of court (she refused to reveal a source of information) will have her day in court next Wednesday or Thursday when the Circuit Court of Appeals will hear her appeal argument. . . . Toni Arden, the Decca thrush, has been signed to guestrill April 27 on the "Steve Allen Show" NBC-TV'er. . . . ABCowboy star Hugh (Wyatt Earp) O'Brian will appear in Westport, Conn., June 12-21 in "Picnic." . . . Ork Pilot D'Artega, whose forthcoming LP album of Continental music will feature the voice of Francisco Campins swears that the youngster, just in from his native Spain, is a cinch for stardom here. Campins was a protege of the late Beniamino Gigli.

☆ ☆ ☆

Maestro Paul Taubman, with whom this scribbler has cleffed many ditties, played his simplified version of "The Star Spangled Banner" for us many months ago and we feel that without radically changing the basic melody, Paul makes the National Anthem much easier to sing. . . . CNP's Arthur Perles left yesterday for Toledo, Ohio, to set up Jeff Morrow's p.a. tour highlighting the 75th anniversary celebration of Kroger Stores, sponsors of "Union Pacific." . . . Edward J. DeGray, just named by Leonard Goldenson to succeed Robert E. Eastman as prexy of ABC Radio, started his career back in 1937 at CBS and moved to WBT, Charlotte, N.C., in 1940 where he was assistant to Charlie Crutchfield, one of the smartest radio execs in the industry. . . . While Steve Allen, his wife Jayne Meadows and their family vacation in Europe, Steve Lawrence and Eydie Gorme, who were featured vocalists on Steve's first NBC-teleseries in 1954 and recently became man and wife, will head the "Steve Allen Show" summer series, starting Sunday, July 13. . . . adv. promotion-publicity chief Jay Smolin has appointed Edward Lawson, publicity supervisor for A.A.P. Lawson was formerly with Paramount News and United Artists.

Paul Taubman

Writers Guild Scores Ads in TV Kinescopes

The Writers Guild of America, East, in a statement issued here yesterday, denounced the inclusion of commercial messages in kinescopes being sent to television stations of the U. S. Armed Forces abroad. The statement, issued by Erik Barnouw, national chairman of WGA, said that under the terms of its 1955 agreement with the networks Guild writers waived all payment rights for non-commercial broadcasts to members of the Armed Forces.

Despite this agreement, the networks have been providing the kinescopes without deleting the commercial messages, the Guild statement charged.

Strike Forces Film On Skelton 'Live' Show

CBS Television was forced to substitute film for the Red Skelton Show, a "live" program scheduled for 9:30 o'clock last night, as the strike of its cameramen and other technicians entered a second day yesterday. The network planned to show the film of an old Skelton program instead.

Should the strike continue through tomorrow, substitutes will also be necessary for "Playhouse 90" and "Climax," a network spokesman said. These programs are "technically too complicated to be handled by staff members trained only for an emergency," it was pointed out.

In another development yesterday, the International Brotherhood of Teamsters, stated that its members would respect the picket lines of the IBEW. CBS answered with the stated intention of renting trucks and furnishing drivers for the hauling of such scenery as is necessary for its programs.

HOLLYWOOD, Apr. 8 — Art Linkletter was aired live today via CBS-TV's owned-and-operated station KNXT, where trained executives handled the controls, instead of emanating for the net from CBS Television City. Linkletter will continue daily from KNXT until the IBEW strike is settled.

Industry Much Alive: Zucker

(*Continued from page* 1)

the decline of the old-fashioned patterns of distribution on the one hand and the new growing force of the industry on the other. "Producing films and showing them to people for entertainment and instruction is very much alive," he exclaimed, and added:

"Whether the pattern is to be free or pay, indoor or outdoor, whether in a super-palace or in the intimacy of the living room, who are we to object to progress!"

Zucker pointed to the growth of film production in New York City, praising the city as the hub of the nation's business and culture and the focal point of a revivified film industry.

Mayor Robert F. Wagner, guest of honor, assured the producers of every cooperation from the city.

Approximately 150 members of the association and their guests attended the dinner.

The dinner was in honor of the 1958 officers of the Association, which is headed by Zucker, and 12 new associate members from the laboratory, equipment and recordin fields, and was the first event in series of promotions planned by th Association to spotlight New York' growing industry.

The film industry in the metropolitan area employs some 25,000 peopl and does an annual business of $70,000,000. It accounts for about 80 pe cent of the country's filmed TV commercials and special purpose films fo industry, according to the Association

City officials, in addition to Mayo Wagner, who were present, include Commissioners Richard C. Patterson Vincent J. Shea and James J. O'Brien of the Department of Commerce an Public Events, and Leo A. Larkin, assistant corporation counsel of the city who has been appointed by the Mayo to explore ways by which the city ca actively support the film industr here.

Other guests included Budd an Stuart Schulberg, Elia Kazan an Paddy Chayefsky, all of whom hav produced pictures in New York, an Phil Silvers, whose television program is filmed here.

Glenmont Drive-In Drops $1-Car Admission Policy

Special to THE DAILY

ALBANY, Apr. 8—The Albany exchange district's first drive-in to feature a regular $1-per-car admission, has abandoned that policy, and substituted a straight 70-cent price for adults for its reopening last Thursday. Theatre is the Jericho, in the town of Glenmont (three miles south of the Albany city line), operated by Morris Klein.

When he first opened the drive-in last June, Klein advertised a regular rate of $1-a-car. The bargain price was based upon the fact that a town curfew law requires the theatre to finish performances by 12 P.M. week nights, and by 11 P.M. Sundays. This made difficult, if not impossible, the presentation of two full features, especially in the early part of the summer. Klein felt this placed him at a disadvantage in competing with other drive-ins in the Albany area and so instituted the $1 plan.

Trans-Lux Theatres

(*Continued from page* 1)

its wholly owned subsidiaries had net profit of $224,539, equivalent t approximately 40 cents per share o 550,900 outstanding common stock.

The 1957 figure compares with net profit of $234,620 for 1956, which included a non-recurring net capita gain of $9,022.

The Trans-Lux entertainment division had income in 1957 of $2,002,126, the report showed. Gross profi from these operations was $593,494

The company now operates 11 theatres in the East, including seven first runs, one newsreel and three neighborhood theatres. The circuit intend to dispose of the neighborhood operations and add to its first-run specialized theatres in major urban centers according to Furber.

The Trans-Lux Television Corp. another subsidiary, will have as it major effort in 1958 the national sal and release of the Encyclopaedia Brit tanica Films' course of 162 half-hou film programs, the report states further. This corporation is the newes addition to the company's entertainment division and "is now beginnin to operate on a profitable basis," according to Furber.

Cinemiracle Opens

(*Continued from page* 1)

ment Hollywood opening at Grauman's Chinese Theatre last night, with the forecourt of that famous first nigh house redecorated to simulate th bridge of a full-rigged ship as th background for television interview of the arriving celebrities. These included the arrival of Zsa Zsa Gabo by helicopter. A closed circuit television hookup allowed patrons insid the theatre to view the arrivals at th premiere.

New Records

(*Continued from page* 1)

ion followed a long period in which he purchase of existing labels was considered by the Columbia management. In late January the company announced it had signed a deal with Imperial Records under which Columbia would acquire Imperial and subsidiary companies for $5,000,000 and integrate them into its operations. This plan did not materialize, however.

The new Columbia division, for which a label name has not yet been decided, will have as its general manager Jonie Taps, veteran music executive and producer at the Columbia studio in Hollywood.

Wexler Heads Operations

Paul J. Wexler, formerly vice-president of Columbia Records, will serve as director of operations. He was in charge of sales for Columbia Records from 1950 to 1955 and in the latter year was named to head that company's diversification program. Last year he was named president of Cabot Music Corp., from which post he will resign.

Present plans call for operation of the subsidiary to begin July 1, with Taps stationed in Hollywood and Wexler in New York.

In addition to promoting music from the soundtracks of Columbia's motion pictures, the record company will utilize performers under contract to the studio and also seek talent and material from outside sources, it was pointed out.

Soviet-UA Talks

(*Continued from page* 1)

film negotiators, their third under the recent U. S.-Soviet cultural exchange. At the meeting at the Motion Picture Association headquarters here, the Russians, who thus far have screened 37 U. S. films, announced they were definitely interested in 10 to 12 of those they have seen and were ready to start talking terms with the distributors involved. Since U.A. international sales chief Arnold Picker was on hand for the general meetings, talks started with him.

Quantity Not Disclosed

The negotiators did not reveal the number of U.A. films involved or their names, how long the talks might go on, nor what U. S. companies would be next. However, the indications were that negotiations would be going on steadily during the coming week with U.A. and other companies.

The negotiations mean the Russians will slow the pace at which they will view U. S. films during the coming week. They have had submitted to them a list of approximately 100 films made or distributed by MPAA members, and the State Department has a list of 60 more submitted by companies not belonging to MPAA.

At the same time that the Russians are looking at films and negotiating here, American companies interested in buying Russian films are expected to step up the pace of screening these imports in New York. Negotiators hope that all 24 Russian films brought by the negotiators will have been seen by the middle of next week by all U. S. companies interested in buying.

A meeting of the full group of U. S. and Russian negotiators may take place the middle of next week.

The Russians also announced today their membership on the permanent U. S.-Soviet film committee set up in the cultural accord to implement the film portions and settle any disputes. The Russian representatives will be Vladmir Surin, Deputy Minister of Culture, and A. N. Davydov, head of Sovexport Films. MPAA president Eric Johnston and U. S. Information Agency film chief Turner Shelton are the American members of the committee, which is supposed to meet twice a year, once in the U. S. and once in Moscow.

Representing the U. S. at today's full meeting were Johnston, Shelton, MPAA vice-presidents Griffith Johnson and Kenneth Clark, Picker, 20th Century-Fox international sales chief Emanuel Silverstone, independent producer Sam Spiegel and independent producer and importer Ilya Lopert.

The Russian delegation included A. A. Slavnov, of the cultural ministry; Davydov; Andrei Ladovski, of the embassy here, and Yri Dobrokhotov, of Sovexport Films.

REVIEW:

St. Louis Blues

Paramount—VistaVision

Hollywood, Apr. 8

The life, times and music of the late W. C. Handy, from age 10 to 40, are dealt with carefully, respectfully, and more slowly than is good for the project, in this production by Robert Smith from a script by himself and Ted Sherdeman. It comes to market unfortuitously close upon the news of the great Handy's passing at age 85, and can encounter promotional resistance for that reason, although there is no ground for it and it is conceivable that the circumstance could prove congenial, depending on public reaction to first showings. Reaction of persons familiar with and properly interested in the life of the renowned "father of the blues" is certain to be favorable, for the filming is done with a care verging on reverence. On the other hand, persons drawn to the theatre solely by the billing, and expectant therefore of a razzle-dazzle musical, are not going to get the thing they shopped for.

The billing itself is powerful. The names of Nat "King" Cole, Eartha Kitt, Pearl Bailey, Cab Calloway, Mahalia Jackson, Ella Fitzgerald, Juano Hernandez and Ruby Dee are strong medicine to everybody who listens to radio or television, to juke boxes or dance bands, or attends nightclubs.

The picture opens on Handy aged 10, son of a Memphis minister whose sister is less strict than he in the guidance of the boy's musical education. The boy, who plays the organ in his father's church, tends toward the rhythmic, not forgetting the melodic the while, and in an early scene sets the whole choir singing to a beat that almost captures his father as well, but not quite. The story cuts then to Handy's return from schooling, during which period away from Memphis he has led a dance band and written some songs, and family tension sets in when he passes up a school-teaching post in favor of playing piano, and writing songs, in a local nightclub where the singing star encourages his talent.

There is a procession of events and complications that take place in this general setting, including a man who beats him out of some money due him, and a period in which he has lost his vision, due to psychological strain, and regains it; the romance of his youth is dealt with in this period and at the close of the film. Later the film shows Handy at various points in his theatrical career, and winds up—in a burst of delayed activity—with him singing his "St. Louis Blues" in front of a symphony orchestra at Aeolian Hall. (This last episode is the kind of entertainment the title will suggest to most people).

Cole and the Misses Kitt, Bailey, Jackson and Fitzgerald sing a large number of songs in the course of the picture, most or all of them Handy's. But Cole never gets loose on the piano keyboard in the style to which he has accustomed his following, Miss Kitt isn't herself in handling songs written a half century behind her style, Miss Bailey (nobody can be forgiven this) never gets better than a hymn and an unfinished pass at the title song, and Miss Fitzgerald is photographed from far off singing "Beale Street Blues" as if she'd never seen the sheet music until that moment. On the contrary, Miss Jackson does herself proud singing three hymns in her incomparable manner. Cab Calloway plays—Heaven forbid—the heavy in the story, and doesn't sing a note. Allen Reisner directed. Running time, 92 minutes. General classification. Release, in April.

William R. Weaver

'South Pacific' Advance Sale Reported Heavy

The national advance sale on "South Pacific" was reported yesterday as close to $700,000.

The advance sale at the Criterion Theatre here is running around $150,000.

Pillot Resigns Rank Exploitation Post

Leo Pillot has resigned as exploitation manager for Rank Film Distributors of America, Inc. Now vacationing in Florida, he will announce future plans upon his return.

Pillot, prior to his affiliation with RFDA, was with Paramount Pictures, and special events and exploitation manager for 20th Century-Fox, where he also handled national promotional tie-ups, newspaper syndicates and national magazines.

At one time Pillot was special events manager for Columbia Pictures, leaving that organization to become personal manager for television star Sid Caesar.

V.C. to Sponsor 'Kwai'

ALBANY, N. Y., Apr. 8 – The Albany Variety Club will sponsor a special screening of "The Bridge on the River Kwai" at Fabian's Palace the night of Apr. 15, for the benefit of the Camp Thacher Fund. The premiere will take place on the eve of the Columbia picture's regular opening in the 3,660-seater.

20th-Fox Board Meet

(*Continued from page* 1)

dent, will leave here today for the board meeting as well as for conferences with studio officials on forthcoming product. Other executives of the company who will attend—leaving New York later this week – include Murray Silverstone, Alex Harrison, W. C. Michel, Donald Henderson and Otto Koegle.

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in

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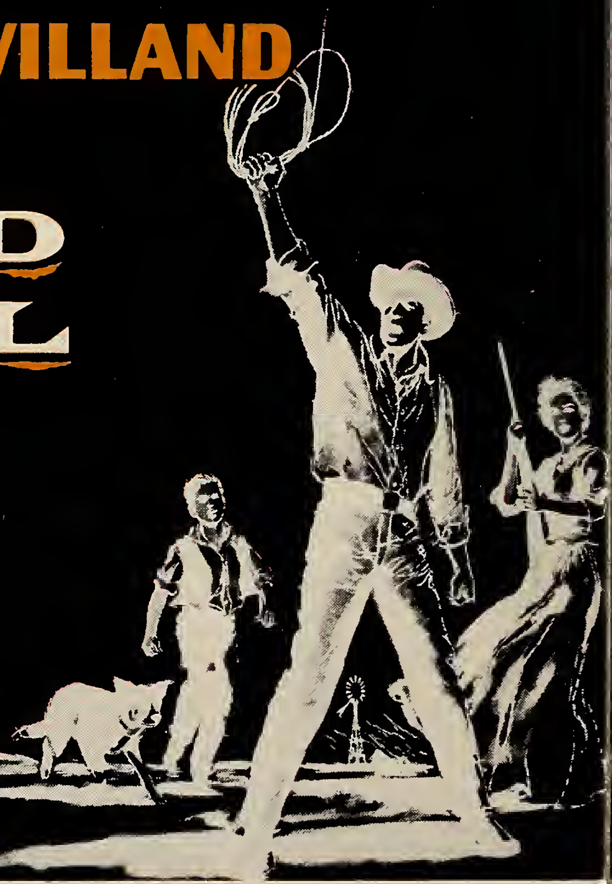
And Introducing DAVID LADD

Directed by MICHAEL CURTIZ



All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 83, NO. 70 NEW YORK, U.S.A., THURSDAY, APRIL 10, 1958 TEN CENTS

First on Agenda

Financing of Ad Drive on Compo Agenda

Exhibitor Ideas on Raising Money to Feature Meeting

The first general airing of exhibitor deas concerning financing of the industry business-building campaign is xpected to take place at the Compo directors and membership meeting at he Astor Hotel here next Tuesday.

The meeting is scheduled to discuss he program at length and views on aising exhibitors' 50 per cent share of the costs are expected to be ex-

(*Continued on page* 2)

Paramount-MCA Deal Issue in D-J Action

The 50-million-dollar deal of early February, whereby Music Corp. of America acquired the Paramount pre-1948 backlog of 750 features, is the ssue in the Department of Justice nvestigation of M.C.A. and the Wiliam Morris Agency, according to a report in the "New York Herald Trib-

(*Continued on page* 4)

Cinemiracle Has Bow At Roxy Theatre Here

Louis de Rochemont's "Windjammer," first presentation in the new Cinemiracle wide-screen process, had its eastern premiere last night at the Roxy Theatre here, with a benefit performance for the New York City Society for Crippled Children and Adults.

Notables from the worlds of diplo-

(*Continued on page* 3)

TRADEWISE

on page 2

Television Today

on page 5

Australian Exhibitors in Moves To Stop Sales of Films to TV

By FRANK O'CONNELL

SYDNEY, Australia, Apr. 5 (By Air Mail)—Threats of boycott against any distributor who sells his product to television, including both pre- and post-1948 films, are being made in increasing number by local exhibitors. The move to combat TV is being led by the independent theatremen rather than the heads of the large circuits, who usually take the initiative on industry projects.

Action has already been taken by a group of 27 exhibitors in the Newcastle and central coast area of New South Wales in a boycott against Warner Bros. The film company has pointed out to exhibitors that the pictures were sold to TV by Associated Artists Productions, which acquired

(*Continued on page* 5)

Goldwyn Signs Deal With Union Musicians

Samuel Goldwyn Productions has become the latest independent film producer to agree to a basic contract for employment of union musicians, James C. Petrillo, president of the American Federation of Musicians, announced here yesterday. AFM studio musicians have been on strike at five major Hollywood film studios since mid-February.

The letter agreement with the

(*Continued on page* 6)

Sol Wurtzel Is Dead Following Long Illness

From THE DAILY Bureau

HOLLYWOOD, Apr. 9 – Sol M. Wurtzel, veteran producer, died here today following a long illness. Born in New York City Sept. 12, 1890, he had entered the industry in 1914 with Fox Film Corp. resigning in 1944 to join the production staff of 20th Century-Fox. In 1945 he formed Sol M. Wurtzel Productions, Inc.

Admits Selectivision Claims Erroneous

Claims made in selling stock in Selectivision, Inc., that $4,000,000 had been invested in the company and that 100,000 apartments would be wired for the toll television system by the end of March were "erroneous" J. T. Hamilton, president of the company, confirmed in a pre-trial hearing yesterday.

The hearings, held in the office of Attorney General Louis J Lefkowitz, were in connection with charges

(*Continued on page* 5)

REVIEW:

Windjammer

National Theatres—Cinemiracle

THE FIRST PICTURE in National Theatres' new Cinemiracle process which, like Cinerama, uses a three-camera, three-projector technique to produce a single mammoth screen image, is perhaps best described as a combination of the semi-documentary and travelogue film. It was produced by Louis de Rochemont, whose career has ranged from the "March of Time" series to "Cinerama Holiday."

Such a background fitted de Rochemont well for supervising both the material and the cinematic technique in "Windjammer," which recounts the voyage of the Norwegian sailing vessel, "Christian Radich," from its home port in Oslo to New York and back again by a roundabout route. The officers and men of the merchant marine as well as 42 young apprentices who actually made the voyage play themselves in the film. The youngsters are a clean-cut and personable group who are quite at ease in front of the camera.

None of them is singled out for special attention, except, perhaps one

(*Continued on page* 4)

It's Here

Easter Week Grosses Boom Cross Country

Spring Buds Bring Happy Lines to Box Offices

By RICHARD GERTNER

Lines of patrons waiting to get into Radio City Music Hall crossed to the north side of 51st Street yesterday for the first time this Easter Week. That bustling activity, three blocks from the box office, set the tone for high grosses at Broadway theatres generally, and also throughout the country, according to reports from home office circuit executives here yesterday.

Spokesman for American Broadcasting-Paramount Theatres, Loew's Theatres and RKO Theatres all confirmed that business is booming out-of-town as well as on Broadway and expressed confidence that it will continue on the upswing.

Locally the top figures for the

(*Continued on page* 6)

Du Mont Bdcstg. Drops Bid for Para. Units

Negotiations by Du Mont Broadcasting Corp. for the acquisition of television station KTLA, Los Angeles, and the music publishing companies owned by Paramount Pictures, which were authorized by Du Mont stockholders last year, have been discontinued because of inability to arrive at a satisfactory agreement, Bernard Goodwin, Du Mont president, reports in his annual message to company stockholders.

Paramount is a substantial stock-

(*Continued on page* 5)

Booths to Be Non-Union At 11 Minn. Drive-ins

Special to THE DAILY

MINNEAPOLIS, Apr. 9 – Eleven Twin Cities drive-ins are scheduled to reopen for the season Friday with a one-man, non-union projection booth following the collapse of negotiations between Ted Mann, president of Min-

(*Continued on page* 3)

PERSONAL MENTION

ROBERT W. COYNE, Compo general counsel, returned to his office here yesterday after several days in New England.

•

Samuel Pinanski, head of American Theatres Corp., Boston, is scheduled to arrive here Monday from Miami.

•

Gil Golden, Warner Brothers national advertising manager, has returned to the Coast from New York.

•

William H. Anderson, vice-president of Walt Disney Productions in charge of studio operations, will return to New York from London tomorrow via B.O.A.C.

•

Mrs. Tillie Shapiro, of Triangle Poster and Printing Co., Atlanta, has returned there from Hot Springs, Ark.

•

Calvin C. Leeder, supervisor of branch operations for Rank Film Distributors of America, has left New York for Washington and Philadelphia.

•

Doris Day and **Phyllis Kirk** are scheduled to arrive in New York today from Hollywood.

Layton-Astor to Make Ten Films in 2 Years

From THE DAILY Bureau

HOLLYWOOD, Apr. 9 – Marc Frederic, president of Layton Film Productions, and Fred Bellin, president of Astor Pictures Corp., announced they will make 10 pictures in the next two years, starting Apr. 30, with "Frankenstein's Daughter."

Frederic said, "We have no doubts about the future of motion pictures. We will make entertainment that is not available today on 24-inch screens. We will make exciting attractions to fit the market, always in good taste, but never dull."

Trans-Lux Corp. Meet Set Here on April 24

The election of 11 directors to the board of Trans-Lux Corp. will be the major business at the annual stockholders meeting, which has been scheduled on April 24 at 10:30 A.M. at the office of the corporation here.

All directors up for election are presently members of the board with the exception of Dr. Allan O. Fromme. Election term is for one year.

TRADEWISE

By ONLOOKER

THAT Hollywood Film Council survey, which all television and radio newscasts, most newspapers and wire services translated into another of those nationally and internationally circulated epitaphs for the entire motion picture industry, in its third day yesterday continued to be one of the most talked-about subjects in the New York end of the trade in a long time. Most irritating and perplexing subject, as well as the one most frequently heard. . . . What stumps most New Yorkers is their ready recognition that its sole reason for being was the desire of the Hollywood studio unions to increase production in their community, and thereby the employment of their members. Home office observers find themselves completely baffled that the downbeat survey and its publicizing nationally should be used to achieve that purpose. . . . How, they ask, can union or any other kind of employment be aided by publicly circulating a survey that points above all else to the decline of the industry and invites the conclusion that it never will recover from its recent depression? . . . And the timing of the survey's release is equally baffling to New York industry members. It comes just as theatres in most parts of the country are experiencing their best business in several years and their only sustained period of improvement in almost a year. . . . The survey's selection of 1946 as the base year for comparison with subsequent industry experience also strikes the industry here as completely cock-eyed. Television, the new element of competition from which the industry's losses developed, was unknown to the public in 1946. There had been no break-up of the major theatre operating producer-distributor companies at that time and no Federal-court decreed restrictions on distribution and exhibition. . . . More, the whole economy of the nation was at or nearing an abnormal postwar peak, from which not only motion pictures but many other industries have receded appreciably since. Does it follow that none of the industries that find themselves in a recession today which has pulled their operating and earnings statistics below their 1946 level have any hope for the future either?

THE FILM COUNCIL survey's program for industry aid is equally unhelpful. Is the Council completely unaware that major industry elements for months have been developing a business improvement campaign which, if successful, will certainly aid production as well as exhibition? Is it unaware that COMPO has planned a campaign for the repeal of the remaining Federal admissions tax which, if successful, will stimulate attendance and, inevitably, production? If so, then why propose an Eady-Plan for America that will add to admission taxation and, as demonstrated in Britain, will discourage attendance and, therefore, production, too? . . . There is no dearth of production financing. It is available on all sides to the right parties with the right package, and who else is deserving? Some of the stiffest competition in the industry today is in the area of financing of independent producers. . . . What the Hollywood Film Council needs is a fairly good public relations adviser with at least a surface knowledge of what's going on in the industry.

THE OVERPLAY of the Lana Turner story by most of the newspapers across the country is galling to industry publicity executives who often have pleaded in vain with editors of the very same newspapers for space for clean, constructive, newsworthy stories and layouts on new productions, players, theatre program listings and the like. A common experience in having their ideas or copy rejected was to be told by the editors that "The public isn't interested in Hollywood any more." . . . Now the same editors are selling more papers than they've sold in months by smearing the latest Hollywood scandal all over their front pages and a large part of the inside of their sheets. Consistency's name certainly isn't news editing.

Compo Agend

(*Continued from page 1*)

changed in connection therewit Ernest Stellings, Theatre Owners America president, at last yea Compo meeting and consistent since, has insisted that exhibitors wi contribute "millions" to the busines building program once it has bee approved.

Formula for the payment is f exhibitor contributions equalling on half of one per cent of each theatre 1957 film rental. The distributo match such contributions up to 5 per cent of the $2,300,000 budget f the initial program.

Tax Campaign to Fore

Also scheduled to occupy a prom nent place on the meeting's agend is the proposed Compo campaign f elimination of the remaining 10 p cent Federal tax on admissions ov 90 cents, with initial action on th campaign expected to start in earne in Washington next month.

The meeting, first to be held in a most a year, also will see the re-sea ing of Allied States as a member. Be Marcus, Allied's designated COMP representative, will be elected to th triumvirate, replacing Robert W Coyne, who will continue as COMPO special counsel. Other members of th triumvirate are Samuel Pinanski, f TOA, and Abe Montague for distribu tion.

Federation Will Hear Managers' Problems

Special to THE DAILY

CLEVELAND, Apr. 9.–Local th atre managers will conduct a pan discussion on their problems on Apr 16, first day of the annual meetin of the Federation of Motion Pictu Councils, to be held at the Carter H tel here. President Mrs. Dean Gr Edwards will officiate.

On the following day the mornin session will be devoted to hearing r ports of the group's affiliated counci and making plans for the next confe ence. Speakers set for the 17th inclu Mrs. Margaret Twyman, assistant d rector of education and communit relations; Mrs. E. J. Riley of the M rin Motion Picture Council; produce Sam Spiegel and Arthur Mayer; an Turner Shelton, chief of the Moti Picture Division of the U.S.I.A.

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MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager: Peter Burnup, Editor; William Pay. News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Six Avenue. Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

PEOPLE

Cecil B. DeMille has been named ay Churchman of the Year" by the ashington Pilgrimage, a group of urch and civic leaders who each ing hold a series of meetings in ashington to emphasize the religious ritage of America.

☐

H. A. Gheesling has taken over and pened the Ritz Theatre, Austell, ., closed several months ago by its n owner, **William Douglas.**

☐

Alvin Stahl, New York film pro-cer, has been named by Gov. erell Harriman as one of a group executives to be good-will ambas-dors from the State of New York the Brussels Universal and International Exhibition, opening Apr. 17. ey will leave here on Apr. 11 pay- their own expenses.

☐

Al Hughes, United Artists booker d Dallas playwright, will have his e-acter, "The Lady with the Sober es," performed by the Theatre ild of Webster Grove, Mo., as a sult of a contest for new scripts.

☐

Benjamin Lorber, Universal Pic-res insurance head, has been re-ected president of the Perth Amboy .J.) Jewish Community Center.

☐

Dr. **Allen B. Du Mont** is celebrat-g the 20th anniversary of the in-oduction of Du Mont television re-ivers to the buying public in 1938, e first commercially available TV ts.

☐

Colton Hand, for the past seven ars the U. S. State Department's ecial film expert, is leaving that st to become special assistant to e director of the Department's Office International Trade. His successor the film office will be **Herbert opps,** now in Washington after a ur of duty as a foreign service offi-r overseas.

☐

Max Bercutt, a West Coast repre-ntative of Warner Brothers, has en assigned to head a special unit r Ernest Hemingway's "The Old an and the Sea," Leland Hayward oduction starring Spencer Tracy. He ill supervise all phases of merchan-sing on the forthcoming Warner re-ase.

☐

Al Kellert, retiring chief barker of e Albany Variety Club will be guest honor on May 24 at a dinner to be ven him by the club in the Sheraton-en Eyck Hotel. Committee in charge nsists of **Samuel E. Rosenblatt,** chief rker, **Jules Perlmutter** and **Ralph uno.**

☐

Zvi Kolitz, producer of "Hill 24 oesn't Answer," Israel's first full-ngth feature, and **Paddy Chayefsky,** New York producer and writer, will exchange production opinions at a luncheon at the Hotel Bradford, Boston, on Apr. 15. The affair will be sponsored by the Combined Jewish Appeal, with **Edward W. Lider** of Yamins Theatres, as toastmaster.

☐

Charles Skipper, booker in the Atlanta office of Martin Theatres, has resigned. His duties have been taken over by Charles Karrh and George Rosser.

Exhibitor Calls 'Homesitters' Cause Of Recession; Suggests Sell Ads

Emmett F. Roche, owner of the Hart, Shelby and Pentwater Theatres in Hart, Mich., has evolved a theory about the cause of the recession. Being a showman, and a man of action, Roche has put his theory and his proposal for a solution in an eight-page booklet which he is distributing to the industry and to advertisers.

Television advertisers, according to Roche, pouring millions of dollars into free entertainment, are cooking their own goose by persuading their customers to sit at home and watch the entertainment. The problem, according to the Michigan exhibitor, is to get people out of their homes, into their automobiles, into town, buying clothes, food and all the other things which people constantly on the move consume.

As far as the motion picture industry is concerned, Roche has a unique solution—instead of spending money for free entertainment to be seen at home where there is no inducement to use goods being advertised, persuade the national advertisers to put their money into an hour or hour and a half film in color which would be presented as part of the double bill program at neighborhood theatres. People would leave their homes to buy this vastly better entertainment at theatres and in the course of it buy also all the innumerable goods, food and clothes which the advertisers and the merchants must sell to keep the wheels of business moving.

Roche argues, tellingly, that the depression of the '30's was caused by people sitting home to listen to radio and contends that the present recession is a predictable result of the same thing in another cycle.

Cinemiracle Bows

(*Continued from page 1*)

macy, society, stage and screen who attended included Norwegian Ambassador Paul Gruda Koht, Norwegian Ambassador to the U.N. Hans Engen, Admiral Ralph Westbrook, Mr. and Mrs. Edward R. Murrow, Mr. and Mrs. David A. Sulzberger, Dr. and Mrs. James E. Ziegler, Mr. and Mrs. Robert Lehman, Mrs. Claire B. Bach, Mr. and Mrs. Myron I. Borg, Jr., Mr. and Mrs. Anthony D. Hoagland, Mr. and Mrs. J. MacNaughton Thompson.

Also Imogene Coca, Shirley Booth, Joe E. Lewis, Tennessee Williams, Sophie Tucker, Lili Darvas, Celeste Holm, Robert Q. Lewis, Jackie Robinson, Douglas Fairbanks, Johnny Desmond, Gretchen Wyler, Hiram Sherman, Wendy Barrie, Joey Adams, Kathy Barr, Sal Mineo, Hope Hampton, Lisa Kirk, Sammy Kaye, Jean Seberg, Robert Merrill, Zahra Norbo, and Arthur Fiedler.

'Gigi' Premiere Here At Royale on May 15

Arthur Freed's production of "Gigi" will have its world premiere here at the Royale Theatre on May 15, it was announced yesterday by M-G-M, which is releasing the musical, score of which is the work of Alan Jay Lerner and Frederick Lowe, of "My Fair Lady" fame.

Mexican Gross Increase 4,000,000 Pesos in '57

Special to THE DAILY

MEXICO CITY, Apr. 4 (By Air Mail).—Motion picture theatres in Mexico grossed about 4,000,000 pesos more in 1957 than in 1956, according to figures just released by the Mexican Government. A Mexican company, Peliculas Nacionales S.A., was the highest grossing distributor, with a total of 58,493,163 pesos and M-G-M was second with a gross of 15,795,323 pesos.

A Spanish picture, distributed by Peliculas Nacionales, was the highest grossing picture at the box office with a total of 3,231,326 pesos. "El Bolero de Raquel," starring Cantinflas, was second with 1,869,528 pesos, and United Artists' "Trapecio" was third with 1,792,548 pesos.

Crescent Executives Sign Sindlinger Workshop

Fifty managers and executives of the Crescent Amusement Co., circuit with headquarters in Nashville, have been registered for the Sindlinger & Co.'s ticket-selling workshop set for April 16 at the Hotel Hermitage in Nashville, it was announced here yesterday. The workshops are being conducted by Mike Simons, Sindlinger vice-president.

Simons announced simultaneously that among the panel members at the Nashville meeting will be New Jersey drive-in operator Wilfred Smith of Dover. Also to appear as a panelist will be E. J. Clumb, former managing director of the Riverside Theatre, Milwaukee, and now owner of the John Ringling and Juilliard Theatres at Baraboo, Wis. From Newark, Ohio, Robert Cannon, manager of Shea's Theatre, will come to Nashville to report on successful ticket selling ideas formulated for the smaller cities.

40 Color Cartoons On Paramount Schedule

Forty one-reel color cartoons will comprise Paramount's 1958-59 short subjects program. The 1958-59 season will start September 1.

The new program will include 20 new cartoons, broken down as follows: six Noveltoons, six Modern Madcaps, four Herman and Katnips and four Casper, the Friendly Ghost subjects. Twenty Cartoon Champions will complete the schedule. Modern Madcaps, a new series, offers a new type of "modern streamlined" animation.

'Run Deep' Hawaii Trip For 54 U. S. Newsboys

Fifty-four "Junior V.I.P.'s," newsboy winners of Hecht-Hill-Lancaster's national newspaper promotion of "Run Silent, Run Deep," have begun a five-day tour of Hawaii as part of the island-wide campaign spotlighting the opening of the United Artists release at the Waikiki Theatre in Honolulu tomorrow. The boys are drawn from 27 newspapers across the United States.

Before departing for Hawaii, the newscarriers were feted by Burt Lancaster on a Hollywood studio tour. Their junket is setting up numerous news and photo breaks across the U.S. in the papers they represent.

Report Warner Bros. Closing Memphis Office

Special to THE DAILY

MEMPHIS, Apr. 9—Warner Brothers is closing its Memphis exchange, it was reported here today.

W. O. Williamson, Jr., W.B. division manager, now in Memphis, said, "I can't tell you anything now."

There are 15 employes in the Memphis exchange. The report said that Joe S. Young, Memphis manager, and Jeff Williams, salesman, would be kept in Memphis by the company to handle selling and booking.

Booths Non-Union

(*Continued from page 1*)

nesota Entertainment Enterprises, who represents the drive-in owners, and William Donley, an IATSE International vice-president.

The drive-in owners originally offered a renewal of the expiring contract for a two-man booth for one year to be followed next year by a one-man operation with a $148.50 per week salary. The union countered with a request for $172.50 minimum with increases in subsequent years.

When negotiations were renewed today Donley raised the ante for the union to a flat $200 per week and Mann withdrew his offer. Mann left for New York this afternoon, so there is no possibility of further negotiations before the opening Friday.

Drive-ins affected include five owned by MEE, a syndicate of 22 Twin Cities hard-top owners, and six other independently owned drive-ins.

Motion Picture Daily Feature Reviews

Handle With Care

M-G-M

Judge Cardoza's famous dictum that a cry of distress can take precedence over the dry forms of legal enactments has been used by Samuel and Edith Grafton to develop a story about youthful students who become impatient to put their grand jury studies into practical use by investigating the affairs of a small town.

Their professor, Walter Abel, agrees to help by inducing the town authorities to allow them to examine the ledgers. The youngsters develop a crusading attitude when they find some peculiarities in the tax collector's ledger. Thomas Mitchell, the former tax collector, is the mayor at the time the story unfolds. His is a moving performance.

It is a down-to-earth story made on a medium budget. It develops in a serious mood, but with a basic understanding of the conflict between youth and age and the compromises age often makes to help those in trouble. A thread of romance between two of the students is woven in.

The story gets off to a slow start, but develops emotional intensity when Mitchell agrees to appear before the mock grand jury. In the proceedings, footage from a southwestern dust storm is introduced—a poignant device.

As the storm film ends there is an emotional climax as Abel quotes the Cardoza dictum and tells the students that Mitchell had given receipts for taxes that had not been paid in order to save the farms of his fellow citizens. At the close of his six-year term all these debts had been paid.

All the students, except one, show antipathy toward Dean Jones, a young student with a conviction that the law should be enforced to the letter. The exception is Joan O'Brien, a fellow student, who is in love with Jones.

The situations and character developments have been expertly handled under the direction of David Friedkin, who also collaborated on the screenplay with Morton Fine, the producer. Running time, 82 minutes. General classification. Release, in April.

JAMES M. JERAULD

Windjammer

(CONTINUED FROM PAGE 1)

who wants to be a musician and is allowed to bring his piano along on the cruise. Those who have speaking parts deliver their lines in completely intelligible English with very slight accents.

This is the semi-documentary element of "Windjammer"; the audience is acquainted with the Norwegian method of training young men for the merchant marine. There are many scenes showing the boys receiving instruction in the duties that must be performed on board ship—from scrubbing the decks to cleaning and painting the hull in port. Other scenes show the young crew at relaxation from work; and a strong sense of camaraderie is especially achieved in some melodious song fests that are periodically held.

In the course of the trip, the "Christian Radich" stops at a number of ports, and this affords the opportunity for the Cinemiracle cameras to photograph exotic locales and customs. In Madeira a gay festival ends in a burst of fireworks that excitingly lights up the huge screen. In Trinidad calypso dancing is performed right on the docks. There are also some quick and panoramic tours of intriguing and colorful sights in San Juan and Curacao.

Nor have de Rochemont and his associates neglected to exploit the use of special cinematic effects. One of these is a fast and dizzying tour of the streets of Madiera in a speeding native vehicle. Another is an ingenious kaleidoscope that the photographer "Weegee" has created to suggest the impression that New York City makes on the Norwegian sailors—an impression of overwhelming size and a hurly-burly atmosphere. "Weegee" variously uses a different image in each of the three screen panels, distorting lenses, and tricks with neon lights to dazzle the eyes of the spectators.

Neither of these cinematic devices is new, but they acquire an added impact on the large Cinemiracle screen.

TO ONE OBSERVER, however, Cinemiracle's most striking scenes are those photographed underwater when the Norwegian apprentices are taken aboard a U. S. submarine to learn something about how it functions. The descent of the submarine and the mission of several frogmen to locate a torpedo has been staged in such a manner as to give it the dramatic force of an episode from a good submarine thriller. And when the sub reascends to the surface, the spectator is provided the sensation of riding right alongside; the camera itself becomes obscured by the spray of the sea in a startling effect.

Cinemiracle is being projected at the Roxy Theatre in New York on a screen 100 feet wide by 40 feet high, virtually filling the entire front of that large auditorium. The Roxy image has great clarity and focus, and the divisions between the three panels, while occasionally noticeable, are not distracting. "Windjammer" can only be made available, of course, to theatres especially equipped for three-projector systems.

Music, recorded on seven tracks, plays an important role in "Windjammer," and Morton Gould has composed a score that captures the flavor of the sea in some original melodies as well as arrangements of folk songs. Two famous musicians appear as themselves in two scenes; Pablo Casals is shown conducting at the Governor's Palace in San Juan, and Arthur Fiedler and the Boston "Pops" come on board the ship at Portsmouth to play Grieg's concerto in A minor with Sven Erik Libaek, one of the Norwegian cadets, as piano soloist. During the latter performance the audience is given a quick tour of Norway in a series of beautiful shots of its mountains, farms, and fjords.

The picture was co-directed by Louis de Rochemont III, son of the producer, and Bill Colleran. The script was by Capt. Alan Villiers and James L. Shute. Photography was in Eastman color.

Running time, 127 minutes, plus a 15-minute intermission. General classification. Release, special.

RICHARD GERTNER

Justice Dept. Action

(*Continued from page* 1)

une." The Justice investigation was announced in these pages on Feb. 27, but the issue at stake was not specifically identified at that time.

According to the "Trib" report, two questions are posed by the M.C.A. deal with Paramount:

1. With the number of available film libraries extremely limited, has the arrangement between Paramount and the M. C. A. subsidiary – the Management Corporation of America –killed all competiton by depriving many television stations of a rightful source of movies for telecasting?

2. Has M. C. A., through its subsidiary, put telecasters under undue pressure to accept "package deals" combining the purchased movies and the agency's vast talent resources?

Officials of M.C.A. and the William Morris Agency have denied knowledge of the Federal move.

Rouge et Noir

Franco London—D. C. A.

Stendhal's classic novel, "Rouge
Noir (The Red and the Black), is o
that should be familiar to the majo
ity of the art theatre audience in th
country, and those are the patro
that will want to see this French fil
version (with English subtitles) th
has been directed by the renowne
Claude Autant-Lara. Gerard Phili
and Danielle Darrieux, the stars
the picture, are also well-known
devotees of foreign films, and oth
saleable ingredients include som
handsome reproductions of costumin
and decor of 19th Century Franc
beautifully photographed in Techn
color.

But the primary draw of this am
tious film will be its literary sourc
and the major discussions about it
the audience will revolve around ho
successfully the original has be
adapted to the screen by Autant-La
and his script writers, Jean Aurenc
and Pierre Bost. This is the subje
the newspaper critics will discuss p
and con and the ensuing argume
should promote much word-of-mou
for the picture.

In general the film recounts t
detail of Stendhal's story faithfull
It follows the career of Julien Sor
the poor but ambitious provinci
whose efforts to rise above his stati
bring about his downfall. He is to
between the flesh and the spirit—h
desire to be a priest and yet enj
power and riches. In his struggles
make a name for himself he has tw
love affairs—the first with Mme.
Renal, the married woman for who
children he acts as tutor; the secon
with the daughter of a marquis,
whom he is later employed as secr
tary. The plot then moves to its fat
climax in which, as Julien is about
marry the young woman, the old
mistress denounces him as an athe
in a letter to the marquis. The e
raged Julien fires a pistol at Mme.
Renal, and although he does not k
her, he goes on to the gallows for

As a story told for its own sak
this was not very substantial even
the novel, but the latter was fill
out by the brilliant dissection of t
characters which Stendhal is just
noted for. On the screen this psych
logical element must be considerab
altered and condensed and tends
seem superficial—even though Autan
Lara has used the device of havi
Julien speak many of his secr
thoughts on the sound track, bo
when he is alone and with others.

In the role of the hypocritical a
confused Julien, M. Philipe gives
superb performance that is as perce
tice and penetrating as the circu
stances permit. Unfortunately, ho
ever, Miss Darrieux makes a som
what lifeless Mme. de Renal.
Running time, 125 minutes. Ad
classification. Release, in April.

R.

ustralians Move Against TV

(*Continued from page 1*)

e world rights, and not by Warners. spite of this the Warner boycott being adhered to, and exhibitor kesmen say that other companies ntemplating sales to TV will also me within the compass of the boy- tt.

Projectionists Active

Projectionists have also pledged pport to exhibitors, with the Fed- al Committee of Management of Australian Theatrical and Amuse- nt Employees' Association passing resolution on the subject. The dec- ation says, in part, the group iews with alarm the action of the n producers in selling their pro- ctions for telecasting over any TV twork to the detriment of the ex- bitors throughout Australia." It adds at "this association pledges its full operation of industrial strength and ance to exhibition in a combined ort to prevent the production side industry from selling their films r telecasting purposes. Further, that all sections of the motion picture industry be called to arms to take whatever action they deem necessary to safeguard the jobs of employees and the money invested in theatres."

Meanwhile TV itself is not having an easy time in Australia at the moment. It is reported that many stations are losing heavily. Commercial stations have not disclosed any actual figures, but the Australian Broadcasting Commission, a government body which operates radio stations and two TV stations, recently tabled figures in the House showing an eight months' cost for the two stations of $1,814,600. On an annual basis this would come to more than $2,250,000.

Growth of TV predicted

The eight months referred to in the report are the first of operation for the TV stations. The report states that TV should soon create benefits far in excess of "any difficulties it might cause" and predicts a rapid growth of TV all over the country.

u Mont-Para.

(*Continued from page 1*)

lder in the broadcasting company hich proposes to change its name to letropolitan Broadcasing Corp. if its ckholders approve at their annual eeting here May 12.

Goodwin reports completion of ne- tiations for Du Mont Broadcasting acquire radio station WHK in eveland for $700,000.

The Du Mont Broadcasting report owed gross revenues for 1957 of 0,293,587, compared with $5,564,- 3 in 1956, and net income of $1,- 0,269 before depreciation and ortization last year, compared with loss of $544,598 on the same basis e previous year. Net income after arges last year was $243,460, com- red with a loss of $899,593 in 1956.

Assets $5,613,182

The company reported cash on nd as of last Dec. 28 of $1,273,764. tal current assets were $5,613,182, d current liabilities $3,746,236.

The proxy statement for the annual eeting proposes the re-election of directors except Allen B. Du Mont. avid J. Mahoney, president of od Humor Corp., is nominated to the vacancy. Other nominees are: rney Balaban, Richard D. Buckley, mand G. Erpf, Thomas T. Gold- ith, Jr., Bernard Goodwin, Robert Jones, Paul Raiburn, Percy M. ewart and Edwin Weisl.

et Sales $31,774,276

Net sales of Decca Records, Inc., r 1957 were $31,774,276, compared th net sales of $26,832,460 for 56. A typographical error in yester- y's story gave the latter figure for 57.

Selectivision

(*Continued from page 1*)

brought by the Attorney General against P. J. Gruber & Co., stockbrokers, that information given out in selling the stock was fraudulent.

Hamilton admitted at the questioning yesterday that Gruber had attended numerous sessions of the board of directors of the company and knew of the status of the system and the actual amount of money invested.

The pre-trial hearings were adjourned to tomorrow morning.

Set New Franco-Italy Co-Production Deal

Special to THE DAILY

PARIS, Apr. 4 (By Air Mail).— The French and Italian Governments have ratified a new agreement on co-production between the two countries. Co-produced films will benefit from all the national grants and advantages of both countries, but to be eligible they must be the product of French or Italian producers who have made at least two films which have proven successful in the international market.

A minimum financial contribution of 30 per cent of the total cost is required to constitute a co-production within the meaning of the agreement. Exceptions will be made for films of "special artistic importance," 20 a year, and educational films, 12 a year.

Nimmer to Federal Unit

HOLLYWOOD, Apr. 9 — Melville B. Nimmer, legal counsel of Writers Guild of America, West, has accepted an invitation from L. Quiney Mumford, Librarian of Congress, to serve on the Congressional committee to study possibilities for a general revision of the copyright law.

Television Today

Centaur, Using NABET Crew, Picketed by IA

From THE DAILY Bureau

HOLLYWOOD, Apr. 9 — The IATSE picketed the Centaur Studios today (single sound stage) where Glenville's production of "Sideburns and Sympathy" continues its 10-day film schedule under an agreement with the National Association of Broadcast Employes and Technicians union. The project is believed to be the first theatrical feature produced in Hollywood with a NABET crew.

Seen as 'Guinea Pig'

Spokesman for Kenneth Herts, producer-director of the film, budgeted at $100,000, claimed the project will prove a "guinea pig" for other independent producers concerned with low-budget enterprises. The void of marquee names, has been selected by Elmer Rhoden, Jr., as a companion feature with his recently completed "Daddy-O," starring Dick Contino.

No releasing arrangements have been made for the packaged program.

CNP Sets All-Time Sales Record in '58 Quarter

An all-time quarter-year sales high for California National Productions was set in the first three months of 1958, Earl Rettig, CNP president, has announced.

CNP's sales from January through March of this year were 11.4 per cent higher than the company's previous quarterly peak, achieved in the second quarter of 1957. The 1958 first quarter sales were 226 per cent higher than those for the first quarter in 1957 and 90 per cent higher than any previous first quarter in the company's eight-year history. The sales total for this year's first three months is the equivalent of 43 per cent of the total business volume of all of 1957.

SAG Reply to AFTRA Says 'No Joint Action'

From THE DAILY Bureau

HOLLYWOOD, Apr. 9 — The Screen Actors Guild board of directors today dispatched a letter to the directors of the American Federation of Radio and Television Artists replying to a resolution passed by AFTRA on Apr. 2 and received yesterday, declaring "welfare of both unions would best be served by obtaining substantial equality of rates and conditions in the field of taped commercials.

The AFTRA resolution had to do with the possibility that AFTRA and SAG could jointly administer any "gray area" in taped television commercials. The SAG board believes such joint action would "be creating a third 'authority' between the two unions, with attendant problems greater than we are trying to solve."

Who's Where

Alfred J. Scalpone has entered into a contract with the CBS Television Network as an independent producer, it was announced by **Hubbell Robinson, Jr.**, executive vice-president in charge of network programs.

□

Marilyn Weiner was appointed a press representative for National Telefilm Associates' public relations department. She joined the company in February, 1957.

□

Lawrence P. Fraiberg has been appointed sales manager of KPIX, Channel 5 television station of the Westinghouse Broadcasting Co. in San Francisco.

□

Bob Morin has joined National Telefilm Associates' national sales department as an account executive, **Harold Goldman**, NTA executive vice-president, has announced. In his new post, Morin will be calling on advertisers and advertising agencies and will be working out of NTA's New York headquarters.

□

Albert Ward, until recently with Batten, Barton, Durstine & Osborne as TV account executive and producer, as well as account executive for Revlon for two years, has joined Television Programs of America, Inc. in the newly created post of eastern program director, it was announced by **Milton A. Gordon,** president of TPA.

MPO Moves Offices Onto Republic Lot

From THE DAILY Bureau

HOLLYWOOD, Apr. 9. — MPO Productions, Inc., has arranged with Republic Pictures for the use of the entire Republic lot and facilities here for the filming of television commercials and sponsored films. MPO has moved into offices on the Republic lot which will be MPO's West Coast headquarters.

Judd L. Pollock, MPO president, announced today the appointment of Mel Dellar as executive producer in charge of MPO's West Coast operation.

'Laramie' to Start

BURBANK, Calif., Apr. 9. — John Russell and Peter Brown have been set by Warner Bros. TV executive producer William T. Orr to co-star in "Laramie," a new 30-minute western television series for presentation in the fall. Filming of the first segment of the 39 weekly programs will begin tomorrow at Warner Bros. studios here, with Jules Schermer producing.

National Pre-Selling

IN the March 31 issue of "Life," Herbert Brean explains how subliminal perception has been used for the first time in a motion picture by producer William Edwards. The film, titled "My World Dies Screaming," starring Cathy O'Donnell, is termed a psychorama by the producer, and ready for release.

During the more frightening portions of the film, words and images that normally trigger strong responses in people are superimposed on single frames and appear on the screen for one fifth of a second, too short a time to register on the conscious mind. These frames are reproduced in the "Life" article.

•

Clark Gable plays the part of a journalism pupil in "Teacher's Pet" while Doris Day acts as his teacher. This new Paramount film got a laudatory review in the April issue of "Redbook."

•

Kathy Grant Crosby, Bing's wife, is profiled by Pete Martin in the April 5 issue of "The Saturday Evening Post." Kathryn is both loquacious and energetic. Her next release is "Gunman's Walk."

•

"The Young Lions," deeply impressed "Look's" motion picture reviewer, whose reactions appear in the April 15 issue. He says, "It is a film of unmatched excitement, based on Irwin Shaw's best seller of 1948, written in the white-hot memory of his war experiences. The novel's anger inflames the movie, but the script also has the sobering perspective of ten intervening years. The result is a compelling drama of what World War II was really like for the three soldiers who are his main characters—Marlon Brando, Montgomery Clift and Dean Martin."

•

A striking color page ad on "South Pacific" appears in the March 31 issue of "Life." The 12 premiere engagements of the Rodgers & Hammerstein musical are listed on the upper right hand part of the page.

•

Herbert Brean used a photo from Film Representative's "On The Bowery" to illustrate a story on alcoholism in the March 31 issue of "The American Weekly." Brean called this Lionel Rogosin production one of the year's finest documentary films.

•

"Gates of Paris," is a "masterful tale of some poor Parisians filmed by the brilliant French director Rene Clair," reports Edwin Miller in the April issue of "Seventeen."

•

"Search for Happiness" is the title of a Rock Hudson interview appearing in the May issue of "Photoplay."

WALTER HAAS

Nation's Easter Grosses High

(Continued from page 1)

week's business were being recorded at the Music Hall and the Paramount, but no one else was complaining. The former, with "Merry Andrew" on the screen and the annual Easter show on the stage, was headed for a "terrific" $195,000 for the week ending last night. At the Paramount, where the first four days of "The Young Lions" set a five year high for the house on straight picture policy, the record was being extended to include the full week. The first week's gross was estimated at $108,000—the best since 1953.

Ticket-buyers were also crowding the box offices at the Criterion and Palace to secure seats for "South Pacific" and "The Bridge on the River Kwai," respectively. Both these theatres and the Rivoli, where "Around the World in 80 Days" is also on a reserved seat policy, reported capacity at their extra holiday performances this week.

There was also an optimistic report from the Mayfair, where "The Long, Hot Summer" has been drawing crowds, so much so that a record $38,000 was estimated for the first week which ends today.

Other high spots on Broadway: the Victoria, where "Run Silent, Run Deep," grossed $39,000 for the week ended last night; the Astor, where "Witness for the Prosecution" did $29,000 at the end of its ninth week. Paramount reported that "Desire Under the Elms" grossed $25,700 for its fourth week ended yesterday at the Sutton and Odeon and "Teacher's Pet" took in $42,000 for the third week ended Tuesday.

Paramount also reported that "The Ten Commandments" was continuing its exceptional performance in neighborhood engagements in nine theatres in the metropolitan area. For the week ended tonight a combined gross of $280,000 was estimated.

Goldwyn Deal

(Continued from page 1)

Goldwyn organization adopts the basic music contract with the union which expired on February 15, Petrillo said. The arrangement is subject retroactively to any conditions negotiated subsequently by AFM and the Independent Motion Picture Producers, of which Goldwyn is not a member, it was pointed out.

It was said that the agreement with the union assures Goldwyn of "uninterrupted musical scoring of a film which contemplates a $200,000 expenditure for music alone." The reference was to Goldwyn's "Porgy and Bess," which is now in production.

The Petrillo statement said further that similar individual contracts have been signed with some 20 other independent producers, but the names of the latter were not available, according to an AFM spokesman yesterday.

Suggests Stage Plays On Theatre TV Screens

From THE DAILY Bureau

HOLLYWOOD, Apr. 9.—As a result of the success of recent prizefights on theatre closed-circuit television, film and television producer Larry Finley has announced he will go to New York soon to explore the possibilities of bringing Broadway first-night stage productions to film houses across the country via the closed-circuit telecasts.

"Instead of sitting back and worrying about the eventuality of Pay-TV in the home as a threat to motion pictures, why not take the initiative and use television facilities to hypo theatre attendance?" Finley declares.

Such large screen presentation of live events also would serve to "spoil" the public for standard room-size television set viewing of similar fare on a paying basis, in Finley's opinion. He also feels the project would enhance film theatre prestige and bring more adult audiences back into the fold.

St. Louis in Tribute To Handy Film Today

Special to THE DAILY

ST. LOUIS, Apr. 9 – Paramount' "St. Louis Blues," screen biograph of W. C. Handy, will have its work premiere at the St. Louis Fox Theatre here tomorrow climaxing a day long civic tribute to the belove "father of the Blues" who died Marc 28 in New York.

Mrs. Irma Handy, the composer' widow; Nat "King" Cole, who portrays Handy in the picture; Pear Bailey, who plays his aunt, an Charles Handy, the late composer' brother, will be honor guests at ceremonies commemorating W. C. Hand and at the premiere.

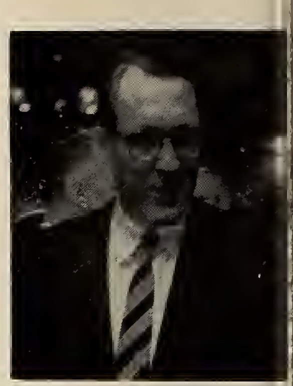
Seeks New Drive-In

HARTFORD, Apr. 9.—James Sniffen, Stratford, Conn., property owner, has petitioned the Stratford Tow Planning and Zoning Commission fo authority to build an outdoor theatre the town's first. Stratford already ha one theatre, the four-wall Stratford owned and operated by Albert M Pickus, TOA director.

New York is a filmtown, they said

They made gay and resounding the third floor of Toots Shor's the other evening, those two hundred lively hustlers of film making. They attested the vigor and substance of New York producing. They were the men of the Film Producers' Association, and they heard with pleasure but not surprise new president Nate Zucker tell them they now employ 25,000 persons, make 80 per cent of the country's TV commercials, and some theatre pictures which have become renowned.

—F.E.S.



President

Producers . . .

Competitors

Budd Schulberg

Elia Kazan

Paddy Chayefsky

Hi Brown of Galahad Productions, and Martin Poll of Gold Medal Studios

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 83, NO. 71 NEW YORK, U.S.A., FRIDAY, APRIL 11, 1958 TEN CENTS

2.47 Per Share

'ara. Annual let Income at 4,783,000

et Earnings for Year eported at $5,425,000

Paramount Pictures had estimated ısolidated net earnings from operans for the year 1957 of $5,425,000, presenting $2.80 per share based on 1,939,716 shares outstanding at c. 28, 1957, the company reported sterday. Net income for the year s $4,783,000, or $2.47 per share, er providing a special item of 42,000, representing adjustment of estment in an affiliated company. The earnings compare to $4,283,-

(*Continued on page* 5)

. J. Drive-In Sues for irst-Run Availability

A suit charging the eight major n companies and others with "conracy to restrain trade" by denying t-run availability to the Lawrence ive-in at Lawrence, N. Y., was filed Federal Court here yesterday. The ion was instituted by Walter ade, Inc., owner, and the Lawrence ive-In Corp., operator of the drive-

Named also as defendants were O Theatres, Loew's Theatres,

(*Continued on page* 2)

o Talk Deal for Bryna o Make One in Russia

From THE DAILY Bureau

HOLLYWOOD, Apr. 10.—Producn of "Michael Strogoff" in Russia Bryna Prod. will be discussed by icials of the company with Russian presentatives in Washington on onday. Edward Lewis, Bryna vice-

(*Continued on page* 2)

Television Today Page 5

Ask High Court Review Ruling in FWC Suit

From THE DAILY Bureau

WASHINGTON, D. C., Apr. 10.—Beacon Theatres of San Bernardino, Calif., today asked the Supreme Court to review a lower court ruling denying the corporation a jury trial of anti-trust charges against Fox West Coast Theatres.

Beacon, operators of the Belair

(*Continued on page* 2)

Briskin Returning for More Col. Studio Talks

From THE DAILY Bureau

HOLLYWOOD, Apr. 10.—Samuel Briskin will go to New York at the weekend to resume conferences there on Monday with Abe Schneider, Columbia Pictures president, and other members of the company committee in charge of selecting an executive head for the studio. Conferences held by the committee with Briskin in New York last week were indecisive.

SAG Wins 'Residuals' For TV-Film Re-Runs

From THE DAILY Bureau

HOLLYWOOD, Apr. 10—Superior Court Judge Kurtz Kauffman today upheld the Screen Actors Guild's right to collect wages for actors for residual payments on re-runs of televi-

(*Continued on page* 2)

Anti-Trust Suit Filed Here

U. S. Hits Univ.-Col. Films to TV Deal

Suit Charges Restraint of Competition By 'Elimination' of 'U' in TV Field

The Department of Justice yesterday charged Universal Pictures, Columbia Pictures and Columbia's subsidiary, Screen Gems, Inc., with restraining competition in the sale of films to television.

In a civil anti-trust suit filed in the New York City Federal District Court, Justice declared that under an agreement among the companies, Screen Gems obtained the exclusive rights for the television distribution of Universal films, thus eliminating Universal as a competitive factor in TV film distribution.

The complaint asked that the three companies be enjoined from carrying

(*Continued on page* 3)

Rackmil and Schneider Defend TV Deal

Milton R. Rackmil, president of Universal Pictures, and Abe Schneider, president of Columbia Pictures, both issued statements here yesterday on the legal action brought by the Department of Justice against the two companies and Screen Gems, Columbia's subsidiary, alleging violation of the anti-trust law in the TV distribution deal made by Universal with Screen Gems.

Schneider said, "Before Columbia and Screen Gems executed the contract with Universal Pictures we were assured by our legal counsel that the arrangement would not be in contra-

(*Continued on page* 3)

Sack Calls Press 'Prime Medium' Through Which to Sell Pictures

By JAMES D. IVERS

Ben Sack, Boston exhibitor who has turned staid Boston on its ear—and established exhibition and distribution practice—since he became an exhibitor seven years ago, believes that the press is the prime medium through which to sell pictures. His methods, colorful, persuasive and unorthodox, nevertheless produce results as proved by columns and columns of stories and publicity on "Bridge on the River Kwai," "South Pacific," "Around the World in 80 Days," all of which he is now playing.

His latest triumph is page after page of publicity on a visit to Boston by Paddy Chayefsky in preparation for the opening of "The Goddess." At a luncheon yesterday at Columbia for Chayefsky and Milton Perlman, producer of the picture, Sack boasted of how he had sold Columbia on giving him the picture for a world premiere in Boston instead of opening it in New York or Hollywood.

"Boston has never had a world premiere," he declared, "but they'll know they have had one when I get through." And if past performance is a guide, they will.

Among his plans for the premiere are a $50 a seat benefit premiere for the Governor Furculo Scholarship Foundation, a day of speeches at Harvard University for Chayefsky, and a round of luncheons, dinners and in-

(*Continued on page* 2)

Cinemiracle Lauded; Advances Sale Brisk

Spurred by glowing and enthusiastic reviews in metropolitan newspapers yesterday, the advance sale for the special engagement of "Windjammer" in National Theatres' Cinemiracle process, was off to a fast start.

The first extra matinee yesterday, scheduled and advertised only briefly in advance, had only 82 unsold seats. Last night's regular performance was sold out. There will be another extra holiday week matinee today.

There were solid lines at two advance sale ticket windows all day and into last evening, many asking for dates well in advance. No estimate of the advance sale was available late yesterday, however.

Wagner Sets Meet with FPA for April 22

Mayor Robert F. Wagner of New York has set a meeting for April 22 with the civic committee of the Film Producers Association to "discuss some of the producers' problems and to attempt to rectify some of the mistakes of the past."

Speaking at the FPA dinner Tues-

(*Continued on page* 3)

PERSONAL MENTION

DAVID LIPTON, Universal Pictures vice-president in charge of advertising-publicity, will arrive here from the Coast early next week.

•

NED E. DEPINET has returned to New York from a vacation at Phoenix, Ariz.

•

AMERICO ABOAF, Universal International vice-president and foreign general manager, will leave here over the weekend for Europe.

•

MARTIN RITT, director, will arrive in New York at the weekend.

•

OLIN CLARK, M-G-M story editor, left New York yesterday for Jamaica, B.W.I., via B.O.A.C.

•

RALPH MARTIN, in charge of advertising for the magazine "Seventeen," and EDWIN MILLER, entertainment editor, will leave here over the weekend for the Coast.

•

WILLIAM CASTLE, producer, is expected in New York over the weekend from Hollywood.

•

SIR LAURENCE OLIVIER will return to New York from London today via B.O.A.C.

Report 4 U. S. Records For 'Around the World'

Four record-breaking engagements have been registered by "Around the World in 80 Days," it has been reported by the Michael Todd Co. here. The picture became a long-run champion in Philadelphia with 52 weeks and five days, in Washington with 50 weeks and six days, in Cleveland with 41 weeks and three days and in Seattle with 50 weeks and one day.

The picture's grosses for the four cities surpassed local records as well. The all-time highs were: Philadelphia, $724,566; Washington, $727,379, Cleveland, $554,717, and Seattle, $371,474.

SAG Bernstein Group To Set Date for Meet

HOLLYWOOD, Apr. 10 – The Screen Actors Guild's committee on the Bernstein report will meet late next week, or early the following, to consider setting a date for the first meeting with invited industry leaders.

Meanwhile, requests for copies of the Bernstein report continue to arrive from many quarters, SAG stated.

Sack Praises

(*Continued from page 1*)

terviews which should leave the press breathless.

Chayefsky and Perlman, delighted with plans for the launching of their first independent picture, said their determination to make the picture in New York—it's about Hollywood—was governed by their belief that production here would be less expensive and by their desire to get away from big studio atmosphere.

Facilities Called Equal

Both men declared that facilities in New York are equal—with minor exceptions—to those in Hollywood. Those that are lacking, Chayefsky declared, such as the inability to provide daily rushes on the set, are compensated for by the skill and enthusiasm of the technical crews.

Their next as an independent team will be "The Middle of Night," Chayefsky's stage play, shooting on which will start next January.

N. J. Drive-in

(*Continued from page 1*)

Stanley-Warner Corp., Warner Bros. Management Corp., American Broadcasting-Paramount Theatres and National Theatres.

The suit charges the defendants "discriminated against the drive-in by favoring and diverting licenses for first and second runs to preferred theatres." Both a permanent and preliminary injunction are requested, and the court is asked to direct the distributors "to negotiate in good faith on first-run availability."

S A G Winner

(*Continued from page 1*)

sion films. This and other principles embraced by the guild's collective bargaining agreement were held valid in a ruling handed down requiring Telemount Pictures, Inc., Television Productions, Inc., and Telemount-Mutual to satisfy judgment in the amount of $4,510 plus costs.

SAG had sued for money due 11 actors who had appeared in the "Cowboy G-Men" television series.

Small's Operations to Paramount-Sunset Plant

From THE DAILY Bureau

HOLLYWOOD, Apr. 10 – Edward Small Productions, Inc., and subsidiaries will produce all pictures at the Paramount-Sunset studio during the year commencing Monday, Small vice-president Ben Hersh and Sunset-Paramount vice-president James Schulte have jointly announced.

Work will begin at once on preparing 27 offices for the small companies' basic use.

Charity Donations Set for Variety Week

From THE DAILY Bureau

LONDON, Apr. 10.—Convention chairman James Carreras has announced that Variety Clubs International will not be unmindful, during the junkets which will mark convention week, April 22-25, of its dedicated responsibility to under-privileged children.

Twelve British charities will receive donations at one or another of the banquets during the week. They include groups like the Actors' Orphanage, the Italian Hospital, Jewish Orphanage, the National Playing Fields Association, the Greater London Fund for the Blind and the Widow and Orphan Fund of the National Union of Journalists.

Convention Brochure to Aid

Part of the amount of the donations will be realized from the convention brochure, for which to date British and American advertising space has been contracted to the value of over £14,000 ($39,200).

Additional to the cash gifts, Variety is to entertain 200 children at a luncheon-banquet in the City of London's historic Guildhall on April 22.

MPIC Praises Seaton, Wald for 'Oscar' Show

From THE DAILY Bureau

HOLLYWOOD, Apr. 10—The Motion Picture Industry Council at its meeting here adopted a resolutions lauding Jerry Wald, MPIC president, and George Seaton, Academy president, for their respective achievements in connection with the first industry-sponsored Academy Awards show.

The meeting also heard a report by Edmund Hartman, Writers Guild of America, West, on his recent meeting with other organization heads in Washington on foreign aid plans.

Wurtzel Rites Sunday

HOLLYWOOD, Apr. 10 – Funeral services for Sol M. Wurtzel will be conducted Sunday at Temple Israel, of which he was one of the founders and the first president, with Rabbi Max Nussbaum officiating.

Wurtzel's widow, daughter, son and three brothers survive him.

'New Orleans' to AA

Allied Artists has signed with M.P.A. Film Productions for the distribution of that company's "New Orleans After Dark." The picture, filmed in the Louisiana metropolis, will open there with a gala premiere in the early summer.

Ask High Court

(*Continued from page 1*)

Drive-In, 11 miles from San Bernardino, charged that Fox West Coast had received first-run clearances for its California theatre in that city, in violation of the Paramount Case injunction against the granting of clearances between theatres not in substantial competition. Beacon wanted the case tried by jury.

While the case was pending, Fox West Coast filed a complaint for a declaratory judgment restraining Beacon from instituting the anti-trust damage action on the grounds that the distributors were entitled to negotiate first-run clearances with the California because it was not competitive with the Belair.

Therefore, Fox West Coast argued, the clearances were "reasonable" and not in violation of the anti-trust laws or of the Paramount decrees.

Federal District Court Judge Harry C. Westover held he would try the "common issues" involved in the two suits as a part of the declaratory judgment action, without a jury, prior to trial of the Beacon damage suit.

Contending this action would improperly deprive it of its constitutional right to a jury trial, Beacon appealed this action. But the Ninth Circuit Court upheld the propriety of Judge Westover's decision.

The review petition cites the judge as a defendant along with Fox West Coast.

To Talk Bryna Deal

(*Continued from page 1*)

president, and Stanley Margolics, Bryna representative, will participate. Kirk Douglas, Bryna president, will be unable to attend because of work in a picture now before the cameras.

Eric Johnston, Motion Picture Association president, and Kenneth Clark, vice-president, will sit in on the discussions.

'U' Signs Writing Team

HOLLYWOOD, Apr. 10 – Progress toward resumption of production at Universal was made today when writing-team Eileen and Robert Bassing was signed to script "Wine of Youth," Robert Wilder novel acquired last year.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
DANNY KAYE
in "MERRY ANDREW"
co-starring PIER ANGELI
BACCALONI • NOEL PURCELL • ROBERT COOTE
In CinemaScope and METROCOLOR
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

SMPTE Plans Record Equipment Exhibit

Many of the leading producers of motion picture and television equipment will be exhibiting their latest products at the 83rd Semi-Annual Convention of the Society of Motion Picture and Television Engineers. The exhibit will be on view April 21-25 at the Ambassador Hotel, Los Angeles, where the Society will be holding its technical sessions with papers on all phases of motion picture and television engineering.

Drawn from All Sections

The companies who already have their exhibits set are: Animation Equipment Corp., Associated Industries, Inc., Bell & Howell Co., Birns & Sawyer, Camera Equipment Co., Andre Debrie Mfg. Corp., Electronic Systems of Illinois, Inc., Encyclopaedia Britannica, Great Books of the Western World, Karl Heitz, Inc., Herrnfeld Engineering Co., Hollywood Film Co., Houston Fearless Corp., Kinevox Div., Electromation Co., Kling Photo Corp., Lipsner-Smith Corp., Magnasync Mfg. Co., Magna-Tech Electronic Co., Mole-Richardson Co., Motion Picture Printing Equipment Co., Moviola Mfg. Co., PhotoSonics, Inc., Precision Laboratories, Prestoseal Mfg. Corp., RCA Film Recording, Reevesound Co., SOS Cinema Supply Corp., Strong Electric Co., Traid Corp., Unicorn Engineering Co., W. M. Welch Mfg. Co., Westrex Corp. and Wollensak Optical Co.

First Showing for Many

Reportedly the largest exhibit in SMPTE history with many of the items having their premiere showing, the exhibit will include equipment such as: instrumentation cameras, lenses, printers, animation stands, projectors, recording cameras, tripods, underwater housings, booms, dollies, developing machines, still & motion picture cameras, shutters, sensitometers, light-change mechanisms, splicers, editors, recorders, amplifiers, film cleaners, rewinders, dubbers, lighting equipment, rotary prism cameras and viewers.

St. Louis Welcomes Paramount's 'Blues'

Special to THE DAILY

ST. LOUIS, Apr. 10 — Paramount's "St. Louis Blues" had its world premiere here tonight at the Fox Theatre to a sellout house and a large group of standees. The National Variety Clubs Fund was the charity beneficiary of the premiere.

Nat "King" Cole and Pearl Bailey, two of the picture's stars, were on hand for the premiere, which climaxed a day dedicated by Mayor Raymond R. Tucker to the memory of W. C. Handy, "father of the blues" who died in New York on March 28. Mrs. Irma Handy, the composer's widow, came from New York to receive from the Mayor the key to the city in a ceremony which touched off the city-wide tribute.

U.S. Hits Universal, Columbia

(*Continued from page 1*)

out the terms of their agreement and that Screen Gems be required to divest itself of the exclusive license for the sale of Universal films to TV. It also asked that a preliminary injunction be issued preventing the companies from taking any action "in furtherance of the performance" of the contract to which they agreed.

Statement by Hanson

In commenting on the case, Victor R. Hansen, assistant attorney general in charge of the Anti-Trust Division, said: "According to this complaint, a substantial portion of the total broadcast time of all television stations is devoted to the broadcast of feature films, which have become a staple commodity of TV programming. We hope by the institution of this action to foster competition in this source of programming material for television stations."

The Justice complaint stated that under agreements made by the three companies in August 1957, Screen Gems was given exclusive license for the TV distribution of over 600 pre-1948 Universal pictures for about 14 years. These agreements, Justice alleged, were part of an illegal conspiracy "to fix prices and eliminate competition between Columbia and Universal in the field of TV film distribution, and violated the Sherman Anti-Trust Act."

Clayton Violation Charged

The complaint further charged that the grant by Universal of exclusive distribution license to Screen Gems was an "unlawful asset acquisition" which tended "substantially to lessen competition," thus also violating the Clayton Anti-Trust Act.

Under the terms of the agreement among the companies, Justice said, the same standards are used in classifying Columbia and Universal films and differences in the price at which comparable feature films of both companies are licensed to television are eliminated. Unless the agreement is restrained, Justice went on, its effect will be "to fix and maintain uniform and identical minimum prices and to eliminate price and other competition between Columbia, Screen Gems and Universal, in the distribution and licensing of feature films for television exhibition throughout the United States."

Previous Actions Filed

A year ago the government filed actions against Loew's, N.T.A., Associated Artists Prods., C & C Super Corp., Screen Gems and United Artists charging that the defendant film distributors forced TV stations to license their pictures in groups and contending that the block-booking practice was in violation of the anti-trust laws. It asked that the film distributors be required to license the TV stations on a picture-by-picture basis.

Questioned yesterday, defense attorneys said there have been no significant developments in the actions yet. "There have been a few requests to inspect documents from time to time, but nothing more than that," one said, "and there has been no discussion of the setting of a trial date."

Seven-Year Agreement

The Screen Gems agreement with Universal called for the former to pay to the latter a minimum guarantee of $20,000,000 over a seven-year period and provides for Screen Gems to receive a graduated scale of distribution fees.

The contract also stipulates that all rights, other than TV distribution, are retained by Universal.

Set Hearing on Change Of Drive-In Operation

Special to THE DAILY

ALBANY, N. Y., Apr. 10.—A public hearing on a proposed change extending the hours in which the Jericho Drive-in may operate, from midnight to 1 A.M. weekdays, and from 11 P.M. to midnight Sundays, will be held tomorrow night by the Town Board of Bethlehem.

Morris and Raphael Klein, owners of the drive-in, which was opened last June, requested that the deadline for operation be stretched. A petition favoring this move has been presented to the town board.

'*Kwai*' *Sets Denver Mark*

An all-time gross record for the 1,275-seat Center Theatre, Denver, was set yesterday by Sam Spiegel's "The Bridge on the River Kwai," it was reported by Columbia Pictures. The gross passed the $104,000 mark during the second day of its sixth week at the house.

Rackmil, Schneider

(*Continued from page 1*)

vention of any laws. Therefore, we believe that our present position is clear and without jeopardy."

Rackmil said: "I have not seen the papers filed by the Department of Justice nor have our attorneys and we are therefore unable to make any comment upon the reported legal action. However, we are fully convinced that there is nothing in the contract between Universal and Screen Gems which we feel is improper. We will vigorously defend our position and are confident that we will be upheld."

Wagner Sets Meet

(*Continued from page 1*)

day night, Mayor Wagner promised such a meeting and instructed Vincent J. O'Shea, deputy commissioner of commerce and public events, to arrange it for as soon as possible. The meeting is expected to increase cooperation between city departments and the production industry in New York.

National Pre-Selling

"LIFE" in the April 7 issue had a splendid pictorial story on Hollywood's Academy Award presentations. Joanne Woodward is shown waiting tensely in the Pantages Theatre to find out how her peers, the 2,000 leading figures in the movie industry, have judged her. In another photo she is seen hugging the Oscar won for her work in the difficult triple-personality role in "Three Faces of Eve."

•

"The Long Hot Summer," a William Faulkner melodrama of the Mississippi rural country, "where passions flare quickly and primal emotions are never far from the surface" is selected by "Cosmopolitan," as the "Outstanding Picture of the Month" for April.

•

"In a year when Westerns are all over the place, it's interesting to find an excellent one which is all the more enjoyable because it never takes itself too seriously." This is Florence Somers's reaction to "Cowboy" which she reviewed for the April issue of "Redbook." "Furthermore it is distinguished for its beautiful color photography, for an interesting musical score and for its authenticity," she says.

•

Lita Milan, born in Brooklyn, but who picked up a polyglot accent by traveling in France, Italy, and Spain, is profiled pictorially in the April 15 issue of "Look." At present she plays American-style Magnani parts. The article has photos of Lita playing opposite John Barrymore in "Never Love A Stranger" and with Paul Newman in "The Left Handed Gun."

•

In the April issue "Coronet's" reviewer says "Possibly no movie version could recapture the glowing memory playgoers treasure of Mary Martin and Ezio Pinza in "South Pacific; but this comes mighty close. It is high, wide and as handsome as Todd-AO, Technicolor and director Josh Logan could make it. All the melodic Rodgers and Hammerstein score is here, plus two tunes cut from the original Broadway musical."

•

A full-page photo of Clark Gable leads off an article titled "The Indestructible Gable" appearing in the April 7 issue of "Life." Photos from his two current films, "Teacher's Pet," and "Run Silent, Run Deep" are spotlighted. Both these films are given laudatory reviews.

•

The June 15 issue of "Pictorial Review" will have a full color front cover caricature of the stars of "The Viking" by Jacques Kapralik. The stars in this new release are Kirk Douglas, Janet Leigh and Tony Curtis.

WALTER HAAS

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
APRIL	HELL'S FIVE HOURS Steven McNally, Colleen Gray — 73 min. (Rev. 4/4/58) WAR OF THE SATELLITES Susan Cabot, Dick Miller QUANTRILL'S RAIDERS (CS, color) Steven Cochran, Dale Robbins	SCREAMING MIMI Anita Ekberg, Phil Carey -79 min. (Rev. 3/14/58) PARADISE LAGOON (color) Kenneth More, Diane Cilento — 93 min. (Rev. 12/23/57) HIGH FLIGHT (CS) Ray Milland — 85 min. (Rev. 3/19/58)	MERRY ANDREW (CS, color) Danny Kaye, Pier Angeli—103 min. (Rev. 3/19/58) CRY TERROR James Mason, Rod Steiger	TEACHER'S PET (VV) Clark Gable, Doris Day—120 min. (Rev. 3/17/58) ST. LOUIS BLUES (VV) Nat 'King' Cole, Eartha Kitt	THE LONG HOT SUMMER (CS, color) Paul Newman, Joanne Woodward — 117 min. (Rev. 3/5/58) THE YOUNG LIONS (CS) Marlon Brando, Montgomery Clift — 167 min. (Rev. 3/14/58) CATTLE EMPIRE (CS, color) Joel McCrea, Phyllis Coates —82 min. (Rev. 2/17/58)	RUN SILENT, RUN DEEP Clark Gable, Burt Lancaster — 93 min. (Rev. 3/24/58) PARIS HOLIDAY (Technirama, color) Bob Hope, Fernandel —100 min. (Rev. 3/7/58) CURSE OF DRACULA Francis Lederer, Norma Eberhardt FLAME BARRIER Arthur Franz, Kathleen Crowley — 70 min. (Rev. 4/4/58)	THE FEMALE ANIMAL (CS) Hedy Lamarr, Jane Powell —84 min. (Rev. 1/2/58) DAY OF THE BAD MAN (CS, color) Fred MacMurray, Joan Weldon — 81 min. (Rev. 1/23/58) SUMMER LOVE John Saxon, Judy Meredith — 85 min. (Rev. 2/7/58) THE BIG BEAT (color) William Reynolds, Andra Martin —82 min. (Rev. 2/7/58)	CHASE A CROOKED SHADOW Richard Todd, Anne Baxter —87 min. (Rev. 2/10/58) MARJORIE MORNINGSTAR (color) Gene Kelly, Natalie Wood — 125 min. (Rev 3/11/58)	THE ONE THAT GOT AWAY (Rank F. D. A.) Hardy Kruger — 106 min. (Rev. 3/19/58) THE MAN WHO DIED TWICE (Rep.) Rod Cameron, Vera Ralston STREET OF DARKNESS (Rep.) Robert Keys, John Close THE RED AND THE BLACK (DCA) (color) Gerard Philipe, Danielle Darrieux THREE MEN IN A BOAT (DCA) (CS, color) Laurence Harvey, Jimmy Edwards OF LIFE AND LOVE (DCA) Anna Magnani, Aldo Fabrizi THE CONFESSIONS OF FELIX KRULL (DCA) Henry Bookholt, Lisa Pulver
MAY	NEVER LOVE A STRANGER John Drew Barrymore, Lita Milan HONGKONG AFFAIR Jack Kelly, May Wynn DATELINE TOKYO Richard Long, Michi Kobi SNOWFIRE (color) Molly McGowan, Don Megowan BULLWHIP (CS, color) Guy Madison, Rhonda Fleming	THIS ANGRY AGE (Technirama, color) Anthony Perkins, Silvana Mangano THE GOODESS Kim Stanley, Lloyd Bridges	THE SHEEPMAN (CS, color) Glenn Ford, Shirley MacLaine HANDLE WITH CARE Dean Jones, Joan O'Brien GIGI (CS, color) Leslie Caron, Maurice Chevalier	HOT SPELL (VV) Shirley Booth, Anthony Quinn MARACAIBO (VV, color) Cornel Wilde, Jean Wallace	TEN NORTH FREDERICK (CS) Gary Cooper, Diane Varsi FRAULEIN (CS, color) Mel Ferrer, Dana Wynter THUNDERING JETS Dick Foran, Rex Reason	GOD'S LITTLE ACRE Robert Ryan, Aldo Ray FORT MASSACRE (CS, color) Joel McCrea, Forrest Tucker TOUGHEST GUN IN TOMBSTONE George Montgomery ISLAND WOMEN Marie Windsor, Vince Edwards THUNDER ROAD Robert Mitchum, James Mitchum EDGE OF FURY Michael Higgins, Lois Holmes	I MARRIED A WOMAN (RKO) George Gobel, Diana Dors GIRLS ON THE LOOSE Mara Corday, Lita Milan—78 min. (Rev. 4/4/58) LIVE FAST, DIE YOUNG Mary Murphy, Norma Eberhardt	THE LEFT HANDED GUN Paul Newman, Lita Milan VIOLENT ROAD Brian Keith, Dick Foran STAKE-OUT ON DOPE STREET Yale Wexler, Jonathan Haze 83 min. (Rev. 2/20/58) TOO MUCH, TOO SOON Dorothy Malone, Errol Flynn	THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt STAGE STRUCK (RKO—BV) (color) Henry Fonda, Susan Strasberg—95 min. (Rev. 2/26/58) HELL DRIVERS (Rank F. D. A.) (VV) Stanley Baker, Herbert Lom ROBBERY UNDER ARMS (Rank F. D. A.) (color) Peter Finch, Ronald Lewis LIANI (DCA) (color) Marion Michael, Hardy Kreuger TIME LOCK (DCA) Robert Beatty, Lee Patterson THE SECRET (DCA) Sam Wanamaker, Mandy THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmann, Hennelore Schroth
JUNE	THE PAGANS Pierre Cressoy, Helene Remy CRY BABY KILLER Jack Nicholson, Carolyn Mitchell BLUE CHIP GANG (CS, color) Mark Stevens, Gale Robbins	GIDEON OF SCOTLAND YARD (color) Jack Hawkins, Dianne Foster THE LINEUP Eli Wallach, Robert Keith	THE LAW AND JAKE WADE (CS, color) Robert Taylor, Richard Widmark HIGH SCHOOL CONFIDENTIAL Russ Tamblyn, John Barrymore, Jr.	ANOTHER TIME, ANOTHER PLACE (VV) Lana Turner, Glynis Johns SPACE CHILDREN (VV) Adam Williams, Michel Ray VERTIGO (VV, color) James Stewart, Kim Novak	FROM HELL TO TEXAS (CS, color) Don Murray, Diana Varsi THE FLY Herbert Marshall, Vincent Price RX-MURDER (CS) Rick Jason, Marius Goring	THE LONE RANGER AND THE LOST CITY OF GOLD Lone Ranger, Tonto WINK OF AN EYE Doris Dowling, Jonathan Kidd	HORROR OF DRACULA (color) Peter Cushing, Melisa Stribling THE THING THAT COULDN'T DIE William Reynolds, Andrea Martin WILD HERITAGE (CS, color) Will Rogers, Maureen O'Sullivan THIS HAPPY FEELING (CS, color) Debbie Reynolds, Curt Jergens	NOT SET	LISA (DCA) Maria Schell, O. W. Fischer SENECHAL THE MAGNIFICENT (DCA) Fernandel, Nadia Gray DEFEND MY LOVE (DCA) Martine Carol, Vittorio Gassman DANGEROUS EXILE (Rank F.D.A.) (VV, color) Louis Jourdan, Belinda Lee

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

REVIEWS

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama: (Rev.) Motion Picture Daily Review Date.

Blood Arrow

20th-Fox—Regalscope

BOSTON, Apr. 10

Chase and pursuit, against a tense atmosphere of Indian territory back in the days when the American West was young and spry. itching to stamp a lasting imprint on a civilization yet to come, has been used to an admirable degree through countless motion pictures. That there is a ready and waiting market for such product is attested to by its staying power over the years.

This Emirau production, listing Robert Stabler as producer; Charles Marquis Warren, executive producer and director, and Scott Brady, Paul Richards, Phyllis Coates and Don Haggerty as principals, adheres to the conventional in story approach and dramatic continuity.

Fred Freiberger's competently-developed screenplay takes the viewer back to Blackfoot Indian territory in Wyoming. Determined to bring in a supply of vitally-needed smallpox vaccine to a Mormon settlement, Miss Coates finally hires as variable a threesome of frontiersmen as can be imagined—Brady, Indian scout, cynical, aloof; Richards, ever seeking elusive gold deposits in remote wasteland; and Haggerty, a trapper searching for his missing partner.

Inevitably, Brady and Richards slug it out for Miss Coates' favor, and another western episode wends its intriguing way to the happy ending.

Running time, 76 minutes. General classification. Release, not set.

A.M.W.

Live Fast, Die Young

B.R.K.—U-I

Universal is offering this picture to exhibitors in an exploitation package with "Girls on the Loose" (previously reviewed). Since "Live Fast, Die Young" also tells a story of juvenile delinquent females "on the lam," audiences receptive to this theme, as treated in a sensational fashion, are likely to feel they are getting their money's worth.

The two girls dealt with principally in this picture are sisters, one "good" and one "bad," who have run away from a home which had long ago been deserted by their mother in order to get away from her alcoholic husband. The "bad" sister leaves first, and the other soon follows in pursuit, but they do not meet again until toward the end of the film.

In the interim most of the action is concerned with the "bad" girl's descent into crime, which consists primarily in robbing drunken men in bars of their cash while succumbing occasionally to the amorous advances of these and other men. On the other hand the "good" sister spends her time warding off lecherous males (she is afraid of sex, it is explained, because of an unfortunate "experience" with an older man when she was 15 years old). To the sexual episodes add a violent brawl in a roadhouse between several men, and you get a general idea of the tone of this film.

When the sisters finally catch up with each other, the "bad" one inveigles her "good" counterpart to join in with a gang of young thieves, masterminded by two adults, in a post office robbery. At the last minute, the "good" girl cannot go through with the crime and turns everyone over to the police.

In the role of the "bad" girl Norma Eberhardt conducts herself like an 18-year-old imitating Mae West and Marilyn Monroe at the same time; while Mary Murphy is sweet but insipid as the representative of virtue.

This B.R.K. presentation was produced by Harry Rhynick and Richard Kay and directed by the actor Paul Henreid. Screen play credit goes to Allen Rivkin and Ib Melchior.

Running time, 82 minutes. Adult classification. Release, in May.

RICHARD GERTNER

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Paramount Net

(*Continued from page 1*)

000, or $2.17 per share, reported for the year 1956 on 1,971,316 shares then outstanding and net income for the year of $8,731,000, or $4.43 per share, after special items of $4,448,000 representing principally profit on sale of the company's short subjects library to television.

For the fourth quarter of 1957 consolidated net earnings from operations are estimated at $1,188,000, representing 61 cents per share, and net income for the fourth quarter of $546,000, or 28 cents per share, after provision of $642,000 mentioned above.

Aided by Sales to TV

The foregoing comparative earnings reported for the fourth quarter 1956 were estimated at $307,000, of 16 cents per share, and net income of $1,988,000, or $1.01 per share, after special items of $1,681,000, representing principally profit on sale of films to television, etc.

The Paramount report pointed out that during the year 1957 there was no special item income of television film sales such as occurred in the previous year. Substantial profits have already been realized from such sources during 1958, it was stated.

Television Today

Rundown of Proceedings for 10th 'Emmy' Telecast on NBC Tuesday

The program for the tenth annual "Emmy" awards telecast to take place next Tuesday, on NBC-TV, live, and which will emanate from New York and Los Angeles, (10-11:30 P.M., EST) was released yesterday.

Two musical numbers have been written especially for the show, and will open each half of the program. The first, a parody of "Love and Marriage," was written by recent "Oscar" winners Sammy Cahn and Jimmy Van Heusen. Its subject is the 1957 television year and will be sung by four people whose careers were very much a part of that year: Jill Corey, Louis Nye, Gisele MacKenzie, and James Garner. Each will then present an "Emmy." With the first two in New York and the other pair in Los Angeles, the segment will be a split-screen affair.

Second specialty number is a parody of "Dearie," with a "those-were-the-good-old-days" theme, to be sung by Cliff Norton and Arnold Stang in New York and Morey Amsterdam and Jerry Lester in Los Angeles.

Newscasters as Narrators

A cavalcade of television history, suggested by the tenth anniversary of the "Emmys," will be presented via film clips comprising TV highlights of the 1948-1956 time span. These 90-second clips will be narrated by an array of top newscasters: Mel Allen, Frank Blair, Walter Cronkite, Alex Dreier, Douglas Edwards, Don Goddard, Chet Huntley, John Secondari and Robert Trout.

The film clips will be interspersed among the award presentations, which will be made by some of TV's biggest stars. The personalities who will award statuettes are Steve Allen, Gertrude Berg, Milton Berle, Red Buttons, Art Carney, Arlene Francis, Dave Garroway, Garry Moore and Paul Winchell in New York; and Eve Arden, Jack Benny, Eddie Cantor, Ralph Edwards, George Gobel, Ida Lupino, Ed Wynn and Loretta Young in Los Angeles.

Phil Silvers and Danny Thomas will emcee.

Special Award to Benny

A special award to Jack Benny, honoring him for his contribution to the broadcasting industry through the years, will be made by Jane Wyatt, member of the Board of Trustees of the National Academy of Television Arts and Sciences.

The cycle of television's 10-year growth will be completed with the climax of the telecast when Milton Berle—a television star even in 1948—will present the Emmy award for the top TV show of 1957.

Who's Where

Gerald O. Kaye will assume the top executive position of National Telefilm Associates' WATV, WAAT (AM) and WAAT-FM, Newark-New York City metropolitan area TV and radio broadcasting stations, **Ted Cott,** NTA vice-president in charge of station operations has announced. Kaye will be named president of Atlantic Television, Inc., the corporate owner of WATV, and also will assume the duties of general manager for the TV station.

□

Raymond E. Nelson, an NTA Film Network executive, will be named president of the Bremer Broadcasting Corp., the corporate owner of WNTA and WNTA-FM, **Ted Cott,** vice-president in charge of NTA Station Operations, has announced. Nelson, who is leaving his current position as vice-president and general manager of the NTA Film Network for the new assignment, also will assume the post of general manager for both radio properties, which serve the Newark-New York metropolitan area.

□

Carroll V. Hansen has been appointed to the newly created post of program coordinator for the CBS-Owned Radio Stations, it was announced by **Jules Dundes,** vice-president in charge of station administration for CBS Radio. Hansen has served as coordinator of news and sports for CBS Radio since 1955.

□

The appointment of Hunt Stromberg, Jr. as director of program development, CBS Television Network, Hollywood, was announced by Guy **della-Cioppa,** vice-president and director of programs, Hollywood.

Broadcast Unions Urge End to CBS Strike

Three broadcasting unions have offered their good offices to both parties in the current strike of technicians against Columbia Broadcasting System, Inc. The offer was made in a joint letter addressed to CBS and Local 1212 of the IBEW, by executives of the American Federation of Television and Radio Artists (AFL-CIO), Radio and Television Directors Guild (AFL-CIO), and Writers Guild of America (independent).

Prior to receipt of the union's appeal, CBS and IBEW had agreed to meet in Washington tomorrow morning in an effort to settle their differences, which have resulted in the idleness of 1,300 technicians employed in the network's television and radio divisions.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 83, NO. 72 NEW YORK, U.S.A., MONDAY, APRIL 14, 1958 TEN CENTS

DITORIAL

TV Film Suit

By Sherwin Kane

THE government anti-trust suit filed in Federal District Court here late last week against Columbia, Uni- ersal and Screen Gems, based on the eal by which Universal's pre-1948 lm library was made available to ie Columbia TV subsidiary, quite robably would prove costly to tele- ision stations in the event it is ever ecided in the government's favor.

The public interest involved in such n action as this—to determine who hould distribute old films for show- igs on free, home TV screens—is too bscure to warrant consideration. The levision station interest—if not that f the defendants—is more imme- iate.

All of the experience of this indus- y in its recent years of trial has nded to show that traditional film istribution is too costly even though ie number of theatrical outlets is reater than the TV station prospects r the films in question. The current dustry tendency, based on its ex- erience, then, is to streamline and onsolidate distribution facilities.

•

Now comes the government in the uit at hand taking the position that ither a film company must distribute s own pictures to TV, or it must urn them over to someone who is ot already selling another company's lms to TV.

Thus, the government's position not nly is contrary to the industry's ex- erience in the economics of distribu- on, but it would almost certainly iean in the very limited television iarket, a higher cost to stations and, ius, to sponsors. Suppose Universal ad sold to MCA. Would that have ssured a lower price to stations? That certainly doubtful.

•

Screen Gems is a successfully es- ablished distributor of films to tele- ision. The government's suit appar- ntly means that another film com- any should not sell to such a dis- ibutor. Rather, it should go to the neconomic procedure of establishing, r the limited TV market, another nneeded distributor to duplicate ex- ting facilities.

Perhaps the Justice Department can xplain how TV stations will benefit. o other interest is immediately ap- arent.

1958 and Long Range Prospects for Industry Are Bright, Study Finds

Pointing to recent and continuing gains in theatre attendance and other favorable factors on the motion picture horizon for the next three to five years, the Value Line Investment Survey of the amusement industry, made public today by Arnold Bernhard & Co., investment advisers, declares that motion picture securities "represent attractive vehicles for capital growth."

"So far this spring," it states, "box office receipts of movie admissions have been running ahead of those of

(*Continued on page* 6)

Vogel, Newman, Roth In New Board Posts

Joseph R. Vogel, president of Loew's, Inc., has been appointed chairman of the executive committee by the board of directors, it was announced at the weekend. At the same time Jerome A. Newman was appointed chairman of the budget finance

(*Continued on page* 2)

Soviet Film Buying Group Here from D.C.

Negotiations by the Russian film delegation for specific American pictures in which they have displayed interest are scheduled to continue here today after having been trans-

(*Continued on page* 6)

Suit Defers List Merger

Approval of a plan for transfer of all the shares of List Industries Corp., including the shares of RKO Theatres, a subsidiary, to the Glen Alden Corp., by means of an exchange of stoek was blocked temporarily Friday morning at the annual meeting of List stockholders. An injunction obtained in New York Supreme Court

(*Continued on page* 3)

Goetz Company Signed By Columbia Pictures

From THE DAILY Bureau

HOLLYWOOD, Apr. 11—Speculation as to ultimate choice of production head for Columbia studio was narrowed somewhat today when the company announced the signing of a new multi-picture contract with William Goetz Productions. Goetz has been prominently mentioned as the

(*Continued on page* 2)

Easter Week Business Spurs Hope for Continued Upswing

Business on Broadway during Easter Week lived up fully to the high expectations exhibitors had expressed for it in advance, they said at the weekend and most added they had confidence the pick-up would continue. The weather was not always the best, but it did not seem to deter school children and tourists on spring vacation. Capacity houses were the rule in most instances straight through to this past weekend.

In some cases records were set. At the Paramount the five-year mark for a straight picture policy was broken by "The Young Lions" in the first week ended Wednesday. Business continued at a fast pace through the weekend; the figure for Easter Sunday through Saturday was placed at $105,000.

At the Music Hall, which is playing its traditional holiday stage show along with "Merry Andrew," Easter Week grosses were described as "very good" if not quite up to last year's. The take for the seven days ended Saturday was estimated at $208,158. Long lines were reported all week long for all shows, including the extra ones in the morning, and on Wednesday patrons were waiting for tickets three blocks from the box office.

At the Palace the best week since it

(*Continued on page* 2)

Schwartz Reports:

RKO Circuit's Business Up; Outlook Good

No Decision Reached on Drive-In Acquisitions

By JAMES M. JERAULD

Theatre business has improved and there are prospects for further improvement, Sol A. Schwartz, president of RKO Theatres, who also is executive vice-president of List Industries Corp., told the List stockholders at their annual meeting Friday.

Sol Schwartz

RKO Theatres is one of the divisions of the diversified List Corp.

Schwartz's remarks were in reply to a question

(*Continued on page* 3)

15 Post-'48 Features in New RKO TV Package

Eighteen feature pictures, all but three of them released since 1948, will be syndicated to television by RKO Television. C. Robert Manby, vice-president in charge of that division of RKO Teleradio Pictures, Inc., said the group would be called the "RKO Television Showcase Package" and would be sold "far, wide and fast" so that stations could include them in their fall programming plans.

The group includes pictures starring Rock Hudson, Marilyn Monroe,

(*Continued on page* 6)

Television Today Page 6

PERSONAL MENTION

ARTHUR WILDE, general vice-president of C. V. Whitney Productions, has returned to Hollywood from New York.

•

MAX E. YOUNGSTEIN, United Artists vice-president, left for Europe by plane over the weekend.

•

HARRY MANDEL, RKO Theatres national director of advertising-publicity, will arrive in Hollywood today from New York. He also will visit San Francisco, Los Angeles and Denver.

•

SEYMOUR POE, head of IFE Distributing, was scheduled to return to New York yesterday from Mexico.

•

EDWARD JARRETT, British talent agent, will arrive here tomorrow from London via B.O.A.C.

•

DON MCGUIRE, producer-director, left New York for Europe on Saturday aboard the "Liberte."

•

CHARLES W. CARPENTER, manager of the New York office of Technicolor, Inc., will leave here tomorrow for the Coast.

•

TOM EWELL is on the "Liberte," enroute from New York to Southampton.

•

HOWARD KEEL left here yesterday for London via B.O.A.C.

Goetz Company

(Continued from page 1)

probable choice of a committee now engaged in selecting a studio chief. The announcement included the titles of the first three pictures to be made by the Goetz company under the new contract.

The company also announced that Mendel B. Silberberg, longtime Columbia attorney, and partner in the law firm of Mitchell, Silberberg and Knupp, has been elected to membership on the board of directors, filling vacancy created by death of Harry Cohn.

Col. Out of Houston

Operation of Columbia Pictures' branch office at Houston will be discontinued effective today, it was announced at the weekend by general sales manager Rube Jackter. Functions handled by that branch will be transferred to Dallas.

Waldman to Speak at B'nai B'rith Lunch

Lester Waldman, executive assistant to the national director of the Anti-Defamation League of B'nai B'rith, will be the speaker at the presidents' luncheon of New York's Cinema Lodge of B'nai B'rith at the Hotel Astor here Thursday, according to Harry Brandt, chairman of the luncheon.

The luncheon is to be attended by Cinema Lodge members and their guests as well as representatives and leaders of all branches of the entertainment industry. It will serve to pay tribute to retiring president Robert K. Shapiro and to welcome newly-elected president Joseph B. Rosen of Universal Pictures Company.

Officers of Cinema Lodge for the coming year will be installed at the luncheon.

Vogel, Newman, Roth

(Continued from page 1)

committee with Philip A. Roth as vice-chairman.

As chairman of the executive committee, Vogel succeeds George Killion, who was named chairman of the board after the stockholders' meeting Feb. 27, when the directors re-created that position. Killion continues as a member of the committee.

Other members of the executive committee are Louis A. Green, Ira Guilden, William A. Parker and John L. Sullivan.

Newman, who is the senior partner of Graham-Newman Company, an investment firm, and chairman of the board of Government Employees Insurance Company, was elected a director of Loew's at the last stockholders' meeting, as was Roth, who is chairman of the executive committee of Baldwin Securities Corp.

Other members of the budget and financial committees are Ellsworth C. Alvord, Louis A. Green, Benjamin Melniker, Robert H. O'Brien, William A. Parker and Vogel.

Nelson Appointed

GRAND RAPIDS, Mich., Apr. 13—Charles E. Nelson has been named advertising manager of the American Seating Co. here, succeeding W. E. Backus, who is retiring. Nelson joined the company's advertising department in 1947.

'Woman' Here Apr. 25

"Portrait of an Unknown Woman," German-made Sirius Film being released by Universal-International, will have its American premiere at the 72nd Street Playhouse here on Friday, April 25.

'B' Pictures Total 60% Of April-June Releases

Out of approximately 77 pictures tentatively set for release by the eight major distributors for the three-month period of April through June, about 60 per cent are in the "B" or low-budget category, a breakdown of booking charts showed at the weekend. The shift to an emphasis on "blockbusters" by many of the companies, it would appear, has not as yet had the anticipated effect of lessening the number of "B" product, which is in demand by many exhibitors to fill out the still-thriving double-bill program.

Special 'Windjammer' Showings for Youths

A series of special performances of "Windjammer," the first Cinemiracle presentation, will be held at the Roxy Theatre here for schools and youth organizations. The dates of the special performances are: Thursday matinees at 2:30 on May 8, May 15, May 22, May 29, June 5, June 12 and June 19; Saturday mornings at 10:30 A.M. on May 10, May 17, May 24, May 31, June 7, June 14 and June 21.

For these performances only, there will be a special price for all students from grade school through high school, and for members of youth organizations. The minimum order is 20 tickets for the special price. Adults will not be admitted to these performances unless accompanied by groups of young people.

Romm Leaves Columbia For Independent Setup

Harry Romm, who for five years occupied an important executive position in the home office of Columbia Pictures, has resigned to return to independent film production.

First new property in his activities as independent producer is "Senior Prom," scheduled to go into production on July 1. Discussions are now under way for a possible release through Columbia.

Mrs. Weinstein Dies

Mrs. Bertha Weinstein, wife of the late Max Weinstein, chairman of the board and treasurer of Russek's Fifth Avenue until his death eight years ago, died Friday at the age of 73 at her home here. Services on Sunday were private. Surviving are two sons and three daughters, one of which is Mrs. Isobel Goldenson, wife of Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres.

Easter Weel

(Continued from page 1)

opened last December was report for the roadshow of "The Bridge the River Kwai." Additional sho every day—there were 20 Sund through Saturday—enabled the hou to amass a capacity $59,200. On regular schedule the house can ta in $33,000 per week.

S.R.O. signs were also out at t Criterion, where "South Pacific" on a reserved seat policy. Easter Su day through Saturday, with additic al performances every day, the gr mounted to a near-record $63,000.

Good Reviews Help

Advance sales were strong all we at both the Palace and the Criteric and when the Roxy opened "Win jammer," first picture in the Cinemi cle process on Thursday, good revie spurred the advance there, too. F Thursday the gross was reported 90 per cent of capacity with $1 516. At the weekend advance sal up to and including the opening, sto at $102,370.

With the reopening of the Ro Broadway now has five "hard-tick attractions. At the Rivoli and Warn where "Around the World in Days" and "Search for Paradise" a showing, respectively, business w also reported brisk.

'Summer' Popular

Playing both on Broadway and —at the Mayfair and Fine Arts, r spectively—"The Long, Hot Su mer" racked up an impressive co bined gross of almost $45,000 for t seven days starting Easter Sund In the same period the Capitol d $58,609, with "Teacher's Pet"; t Victoria, with "Run Silent, R Deep" was doing extremely well, was the Astor with "Witness for t Prosecution," which has been playi strong for ten weeks. Another fil showing simultaneously at two the tres, "Desire Under the Elms grossed $20,580 at the Odeon a Sutton together during the week.

Neighborhood Houses Busy

The neighborhood theatres ben fited from the boost in attendanc too. On the RKO circuit "A Farewe to Arms" was proving stronger tha "Peyton Place." The picture open on Tuesday night and for the fir two days following the gross stoo at an exceptional $81,804. It was als reported registering strong busine in the more than 50 other theatr playing it locally.

Meanwhile "The Ten Comman ments" continued to pack them in nine theatres throughout the metr politan area. For Easter Week—Su day through Saturday—the combine gross was $417,709, according t Paramount.

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Lodge Lauds Skouras At Milestone Dinner

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 13 – Spyros . Skouras, president of 20th Cen ury-Fox, tonight received the Screen roducers Guild's Milestone Award t that organization's fifth annual Milestone Banquet at the Beverly Hil- on Hotel, attended by more than 750 members of the professions, civic and ress personalities. Walt Disney, last ear's winner, made the presentation o Skouras.

Special guests were Gen. James 'an Fleet, George V. Allen, Eric Johnston and Clare Boothe Luce.

Sen. Henry Cabot Lodge, speaker t the dinner, paid high tribute to the uest of honor and the industry.

"I am keenly aware," said the enator, "of the worldwide influence which the films which you produce ere exert on the minds of millions f people."

'Warm Friend, Great Producer'

"I feel deeply regarding this occa- on," Lodge continued, "because the tar of the evening is Spyros P. Skou- as, a warm friend, a great producer nd a wise and splendid citizen of ur country. Spyros Skouras is a suc- essful American—and if you study his areer and personality you are re- minded of how much that phrase can onvey.

"In his chosen profession Spyros kouras has understood the respon- ibility which goes with great influ- nce and has understood that the lms produced have an effect in many ountries, both on public taste and n public opinions and beliefs. In his day and age, when so much of he future of freedom turns on our ountry's reputation in the world, that ense of responsibility is beyond rice."

Art Directors Map Fight vs. Pessimism

From THE DAILY Bureau

HOLLYWOOD, Apr. 13 – Serge Krizman, president of the Society of Motion Picture Art Directors, has re- ported the SMPAD publicity commit- ee will go all-out on TV and radio o counteract what he termed "ram- pant vilification" of the film industry by a "frightened minority."

"Whether deliberate or not, the onstant pessimism which would write off Hollywood motion pictures s being in its death throes is itself abotaging a great industry," Kriz- man declared. "It's actually im- material whether the majority of fea- ure pictures are produced, as in the ld days, by major studios controlling very phase of operation—or by numerous, smaller independent com- panies. Change, in fact, can be a re- italizing factor—if we upbeat the process rather than stand in paralyz- ng fear."

The art directors' publicity com- mittee was instructed by its member- hip to undertake a campaign to pro- mote optimism.

RKO Circuit's Business Up; Outlook Good

(*Continued from page 1*)

by a List stockholder as to the outlook for the theatre division.

"Good attractions are plentiful," said Schwartz, "and we are getting our share."

Replying to questions by Louis Gilbert, Harry Kova and Jules Breslau, Schwartz made the following comments:

There is no way of predicting the future of toll television and its effects on theatre attendance.

Watching Toll-TV, He Says

RKO is watching the developments on toll TV, he said, "but nobody is qualified to talk on the future; on whether it will hurt theatres, or help them. It will have to live on its own, with competition from both free television and theatres."

Kova wanted to know if any trends in picture-making were discernible. Schwartz said the aim now is the same as it always has been—to make pictures that will please the largest number of patrons possible—but that no definite trends could be seen.

Asked whether RKO Theatres intends to start or acquire drive-ins, he said several proposals had been discussed, but the sellers' prices had been so high there had been "no meeting of the minds."

A detailed report on theatre operations submitted to the meeting showed that since 1948 RKO has reduced its theatres from 86 to 65. Some of this reduction was due to the anti-trust decree. Gross income for 1957 was $26,160,565 with a net of $1,564,567. Admissions during 1957 totalled 27,713,512.

The unit operates in 14 states and the District of Columbia, including 32 in the New York metropolitan area. Thirty-eight are owned in fee, seven are on land leased from others and 20 are entirely leased.

Six Houses Rented to Others

RKO theatres and its subsidiaries rent six theatres to others, of which three are owned in fee, one is held under a ground lease and two are leased.

The policy of selling commercial buildings in which theatres are located will be continued. The theatres are leased back. During the past three years five theatre properties, including related commercial properties, with an aggregate book carrying value of about $3,070,285, have been sold for an aggregate of $7,615,500.

Says Schwartz Knows No. Of Bulbs on Marquee

Alfred A. List, president of List Industries Corp., paid Sol A. Schwartz, president of RKO Theatres and executive vice-president of List Industries, a handsome compliment at the List stockholders' meeting.

A stockholder wanted to know how the various divisions were supervised.

"We have a vice-president for each division. Take Sol Schwartz, head of the theatres: He can tell you how many bulbs there are on a marquee. Nothing escapes him and he is always on the job."

List Merger Deferred by Suit

(*Continued from page 1*)

by a Glen Alden stockholder was served on the List directors at the start of the meeting. The exchange would be on the basis of six List shares for five of Glen Alden.

The same order was served at the same time on the Glen Alden stockholders' meeting which was being held nearby in the Hotel Wellington.

Both meetings were recessed until 3 P.M. to give time for conferences. The stockholders of Glen Alden approved the proposal, but delayed further action pending court hearings. There are three actions pending. A hearing on the first, brought by Samuel Gilbert (no relation to the Gilbert brothers who appear at most stockholders' meetings) is scheduled for today in the Kings County Division of N. Y. Supreme Court.

No Action Until Apr. 25

Neither company will take further action on the reorganization until April 25, when the stockholders will reconvene.

The aim of the reorganization is to organize a new company under Pennsylvania laws to replace Glen Alden. It will be called List Alden Corp.

The List meeting had been scheduled for the company's home office, 1740 Broadway, but the large attendance of stockholders made it necessary to transfer it to the Park Sheraton Hotel.

Gera Corp., another of the diversified companies in the List group, will be included in the reorganization.

Glen Alden has paid dividends in only three years since 1953. These were in 1955, 1956 and 1957. It mines anthracite, owns an air conditioning subsidiary, the Ward LaFrance Truck Corp., and other units.

Seven directors of the proposed new List Alden Corp. were elected as follows: Ralph E. Case, T. R. Colborn, William J. Durocher, Vera G. List (Mrs. Albert A. List), A. Louis Oresman, A. H. Parker, Jr., Edward C. Raftery and Sol A. Schwartz. Schwartz is executive vice-president of List Industries and president of RKO Theatres.

The directors of the present Glen Alden Corp., all of whom were reelected, are: Frank Burnside, Francis O. Case, Wentworth P. Johnson, Dudley G. Layman, Albert A. List, Royal B. Lord, Gilbert S. McClintock and John R. Steelman.

Board Would Total 17

If the reorganization goes through, the board of the new corporation will be increased from nine to 17.

The List meeting proceeded smoothly with frequent comments from Louis Gilbert. He requested that a detailed account of the meeting be sent out by List for the information of stockholders unable to attend.

List, members of his family and trusts for their benefit, and Albert A. List Foundation, Inc., own 2,046,507 shares, or approximately 48.6 per cent of the total. Eighty-five per cent of the stock was represented at the meeting

List reported that all the permanent divisions of the corporation are in the black. He estimated that the first quarter earnings, before depreciation and taxes, will be $2,300,000.

Dual Premiere-Benefit For 'Vikings' June 11

The American-Scandinavian Foundation, on behalf of the Princess Martha Friendship Fund, will sponsor the dual premiere of Kirk Douglas' "The Vikings," which will open here simultaneously on June 11 at the adjoining Astor and Victoria theatres.

United Artists, distributor of the picture, has contracted for a 22,285-square-foot sign over both theatres, fronting on Times Square, with side panels on 45th and 46th streets. The three-dimensional display will feature a 261-foot-long replica of an authentic Viking ship used by ancient Norse raiders, who are the main characters of the film.

Extend Vadim Contract

The exclusive contract under which writer-director Roger Vadim works with producer Raoul Levy has been extended for two additional years through 1962, it was announced at the weekend by Levy. In February Columbia Pictures announced the consummation of an agreement by which a series of major international films would be made for Columbia release starring Brigitte Bardot, produced by Levy and written and directed by Vadim. That deal is for three years through 1960.

'Mitsou' Here Today

Colette's "Mitsou," or "How Understanding Comes to Young (French) Girls," will have its American premiere at the 55th Street Playhouse here today. The French film is being distributed in the U.S. by Zenith International Film Corp.

WHAT HAS *Maracaibo* GOT?.

ADVENTURE? YES! . . . Filmed in a brand new movie locale—the opulent oil country of Venezuela!

SPECTACLE? YES! . . . A billion dollars in flaming oil, sweeping a lake, threatening a city!

ACTION? YES! . . . The breathless exploits of a rare breed of trouble-shooter who skin-dives deep under Lake Maracaibo in death-challenging fight to put out roaring oil fire!

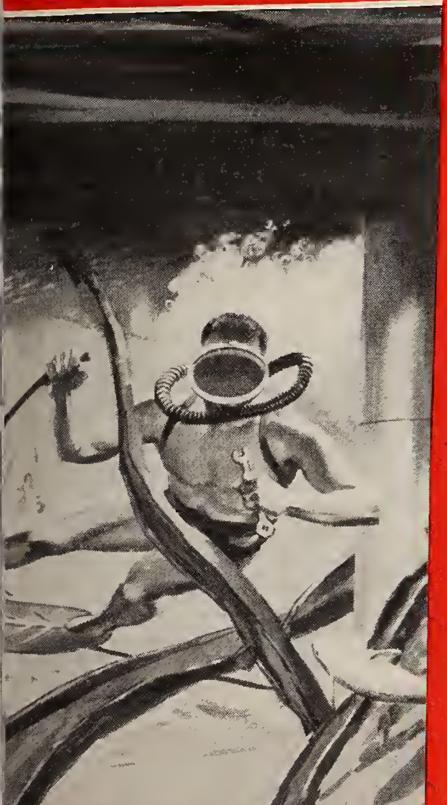
ROMANCE? YES! . . . Lived by a man who likes to play with fire but who can't handle the blazing passions of a smoldering brunette and a dynamite blonde!

COLOR? YES! . . . Technicolor vistas filling the screen with the splendor of glamorous South America!

BIG, BEAUTIFUL, EXCITING ENTERTAINMENT FOR HIGH, WIDE AND HANDSOME BOXOFFICE RESULTS!

This Attraction Is Part of the QUALITY-AND-QU

UST EVERYTHING TO SELL TICKETS!



Paramount Presents

CORNEL WILDE · JEAN WALLACE

IN

Maracaibo

co-starring

ABBE LANE · FRANCIS LEDERER

AND

MICHAEL LANDON

WITH

JOE E. ROSS

Produced and Directed by CORNEL WILDE
Screenplay by TED SHERDEMAN
From the Novel by STIRLING SILLIPHANT

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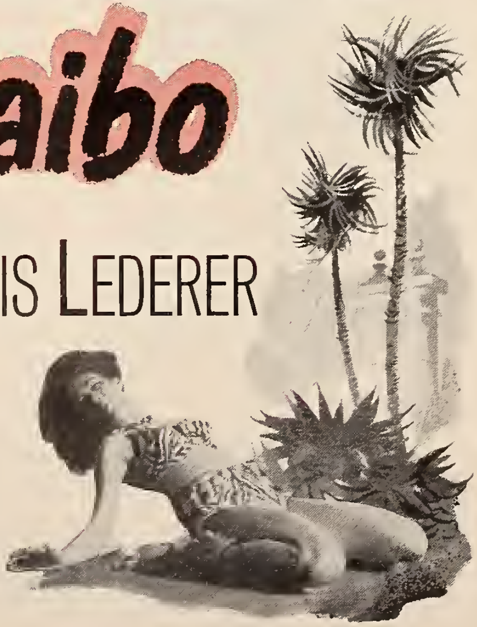


Y PARAMOUNT PRODUCT All Thru '58-'59!

Television Today

IN OUR VIEW

LAST Friday, speaking before the Ohio Association of Broadcasters in Cleveland, Richard S. Salant, vice-president of the Columbia Broadcasting System, offered some of the most cogent observations and suggestions we have seen in many a day. The subject of his talk, somewhat self-explanatory, was "Where Did You Go? Washington! What Did You Do? Nothing!" He borrowed from the current best-seller, but for title only, since his remarks were anything but designed for entertainment.

Mr. Salant's basic theme was that the broadcasting industry, in so far as its top echelon of executive manpower is concerned, has to spend altogether too much time in Washington, making appearances before various Congressional committees, to explain the whys and wherefores of the broadcasting business, and in a very real sense, justifying its right to exist. He cites the fact that between May, 1954 and March, 1958, eight CBS officers have appeared in formal hearings 15 different times before nine different Federal investigating groups, with more scheduled in the next few months.

•

This makes for a very serious problem, Mr. Salant points out, since operating a business on an "absentee landlord" basis is just no good, from any standpoint. That has been aptly described as "a hell of a way to run a railroad." Mr. Salant discussed the possibilities of cause and cure of the very serious illness which is attacking broadcasting at periodic intervals. It is apparently very much of a chronic illness, indeed, which might be called "inquiryitis." The reasons therefor Mr. Salant sees as inclusive of broadcasting's bigness, its brashness, its newness, its explosive growth, its entry, perforce, into the homes of America, thus opening the way for unusual and even unprecedented attentions from Washington. And the interest in Washington stems from another source. That is the fact that broadcasting is the constant target of do-gooders, self-appointed critics and other small but highly articulate minority groups, who make their presence felt in the right measure, at the right time, in the right places.

•

Mr. Salant sees that as a price broadcasting is paying for success. And in a sense he is right. But it is a high price, and one the industry should not be required to pay. In any case, he says, and quite rightly, it cannot be shrugged off.

What to do about it? Mr. Salant feels that a public relations effort, of the right kind, maintained on a continuing basis, will go a long way toward solving the difficult problem. The industry must find a way to tell its own story, and tell it well, after learning what that story really is.

His basic point is that if the problem is to have an answer, it will have to lie with the individual, station and person, not with the networks, which are too big and too remote. The contacts with authority must be personal ones, he feels. He contends further that broadcasters are and must admit to being, in a business, the business primarily of entertainment, and that the prescription is to do the best job of programming, in every direction, that is in the industry's power. It's a good recipe, and Mr. Salant's view of the whole situation merits deep and earnest consideration.

—*Charles S. Aaronson*

Announce New Camera For Better Reception

Special to THE DAILY

SYRACUSE, N. Y., Apr. 13 — Another step towards improved home reception of television programs was disclosed here today by the General Electric Company's Technical Products Department with announcement of the first monochrome or black-and-white TV studio camera incorporating transistors to replace vacuum tubes.

As a result, according to Paul L. Chamberlain, department manager of marketing for broadcast and military equipment, many high-pitched voice or sound waves sometimes seen as wavy lines on home TV screens will be eliminated. The wavy lines, known as microphonics, are caused by vibrations in electronic tubes.

By using transsistors to replace tubes in the video preamplifier portion of the camera, G-E broadcast engineers have eliminated a primary cause of annoying microphonics. Seven tubes have been replaced by transistors.

TV Set Production Declined in February

From THE DAILY Bureau

WASHINGTON, Apr. 13.—Television set production declined in February, the Electronics Industries Association announced.

370,413 sets were produced in that month, compared with 433,983 turned out in January and 464,697 in February of the previous year. Cumulative output in the first two months of 1958 was 804,396, compared with 914,887 made in the first two months of 1957.

Morrison Joins Guild

R. Gould Morrison of Los Angeles has been named to the international staff of Guild Films Co., Inc., it was announced by John J. Cole, president Morrison will go to England immediately to take up his new assignment.

Prospect Seen Bright for 195

(*Continued from page 1*)

1957. Indeed, box office receipts of some of the current releases, such as "Peyton Place," "A Farewell to Arms," "Raintree County," "Sayonara" and "The Bridge on the River Kwai," already indicate that there will be more pictures grossing $5 million or above (domestically) in 1958 than in any previous year."

The report criticizes "independent exhibitors" in their "chronic battle" with producers as a "serious threat to the industry." Without stating what it has reference to, the report's description nevertheless would fit exhibitor opposition to pay-TV.

"Perhaps the most dangerous risk in our opinion," it states, "is that the industry may be held in its rut by elements within its own group. . . . The independent exhibitors, lacking willingness or ability to diversify their activities, have strongly resisted the efforts of the producers to develop new markets for their output. . . . In an attempt to preserve their own status, they are hamstringing the natural development of the motion picture industry."

The report, at the same time, expresses confidence in the theatrical film's ability to overcome television competition, saying: "The current upswing in business, even in the face of continued showings of old movies on the home screens, is highly significant. It once again proves that while television was in large part respon for the halving of theatre attend from 1946 to 1953, it no longer sents an insurmountable barrier to growth of the movie industry. . Motion picture theatres offer n technical advantages that televi simply cannot duplicate for some t if ever."

"In 1958," it continues, "the dustry may well run counter to general economy again, thus more confounding the prophets saw in Hollywood's 1957 slump beginning of the end for the m business. In fact, with the abs of the Asian flu epidemic, most c panies will probably be able to s larger profits in 1958. With man the current hits still to be widely tributed, and with many simil promising attractions scheduled release during the remainder of year, we look for Hollywood to h a good year.

Ranked in Highest Group

"Significantly, all nine of the m stocks reviewed are currently ran in Group 1 (Highest) for 3- to 5- appreciation potentiality. In sh they are among the 20 per cent o stocks that offer the greatest ca growth prospects to 1961-63." emphasizes, however, that the in try "must still be regarded as hi volatile and unpredictable."

Soviet Group

(*Continued from page 1*)

ferred from Washington to New York on Friday.

The Russian negotiators screened 39 American films at Motion Picture Association headquarters in Washington and said they were interested in negotiating for the purchase of 12 of them. Titles of the pictures were not made public but it was stated that the dozen represent properties of seven of the major distribution companies. Among the 12 is "The Bridge on the River Kwai," about which the Russians talked to Sam Spiegel, its producer, in Washington last week.

Meetings Friday and Saturday

The Soviet group held individual conferences here on Friday and Saturday with representatives of American companies, and more are scheduled for today. In addition, the visiting group is expected to confer here today, instead of in Washington as originally planned, with Edward Lewis, vice-president of Bryna Prod., on the possible production by the latter of "Michael Strogoff" in Russia.

Meanwhile, screenings of Russian films for prospective American distribution is continuing here, with 15 of a total of 24 Soviet films remaining to be shown as of last Friday. The mutual proceedings are a part of the U.S.-Soviet cultural exchange program. A list of 100 films of MPA-member companies and 60 belonging to non-member producers has been prepared for the Soviet group.

15 Post-'48

(*Continued from page 1*)

Paul Douglas, Susan Hayward, Rol Mitchum, Rosalind Russell, Gl Ford, John Wayne, Shelley Win and Charles Laughton.

The titles and the year of rel are: Androcles and the Lion," 19 "Behave Yourself," 1951; "Blue V 1951; "Bride for Sale," 1949; "C by Night," 1952; "Godzilla," 19 "Lusty Men," 1952; "Man Ab Town," 1947; "Never Wave a WAC," 1952; "No Time for Flow 1952; "Payment on Demand," 19 "Rage at Dawn," 1955; "Ran Notorious," 1952; "Sea Devils," 19 "Secret Fury," 1950; "So Well membered," 1947; "The America 1955, and "Without Reservatio 1946.

Charges 'Monopoly' i 16mm Non-Theatre Fil

Post Pictures Corp. filed an a trust action in New York Fed Court here Friday involving the tribution of non-theatrical 16mm fi of the major motion picture com nies. The suit charged Encyclopae Britannica Films, Inc., Films, I and various individual directors those companies with preventing plaintiffs and others from obtain rights to the 16mm films.

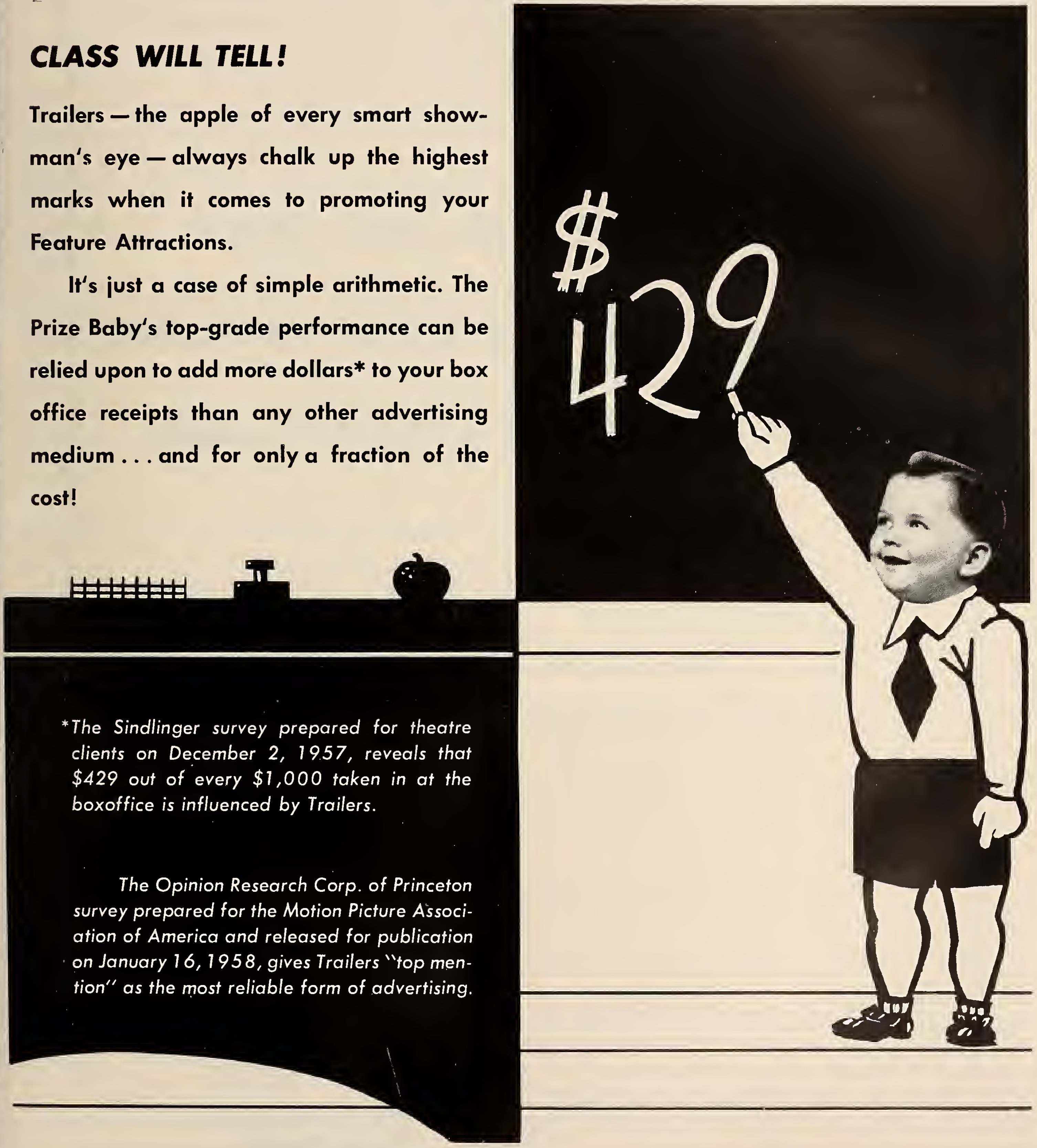
The suit alleges a "monopoly" the defendants over a period of se years and asks a total of $750,00 damages.

FEATURE'S PET

CLASS WILL TELL!

Trailers — the apple of every smart showman's eye — always chalk up the highest marks when it comes to promoting your Feature Attractions.

It's just a case of simple arithmetic. The Prize Baby's top-grade performance can be relied upon to add more dollars* to your box office receipts than any other advertising medium . . . and for only a fraction of the cost!



*The Sindlinger survey prepared for theatre clients on December 2, 1957, reveals that $429 out of every $1,000 taken in at the boxoffice is influenced by Trailers.

The Opinion Research Corp. of Princeton survey prepared for the Motion Picture Association of America and released for publication on January 16, 1958, gives Trailers "top mention" as the most reliable form of advertising.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

NOW—UNITED IS THE FIRST AND ONLY COAST-TO-COAST AIRLINE WITH RADAR ON EVERY PLANE

This means smoother flying, more on-time arrivals . . . *extra* confidence and assurance for you. Radar is one more United investment in the comfort and *convenience* of its passengers. And it's one more good reason to fly United, the Radar Line.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 73 NEW YORK, U.S.A., TUESDAY, APRIL 15, 1958 TEN CENTS

Chairman Harris

Threatens to Act if FCC Tests Toll-TV

Would Call House Unit Back into Session

From THE DAILY Bureau

WASHINGTON, Apr. 14.—House Commerce Committee Chairman Harris (D., Ark.) has promised to call his committee back into session to consider action if the Federal Communications Commission authorizes a test of toll-TV after Congress adjourns this summer.

Harris made the promise in a short film made for use on TV stations. He had previously indicated he did not think the committee would have time to act on toll-TV before Congress adjourns.

The FCC, earlier this year in response to resolutions of the Senate

(*Continued on page* 6)

Columbia Extends Deal With Morningside Prod.

Columbia Pictures announced here yesterday that it had signed a new two-year, six-picture producing-releasing deal with Charles Schneer's Morningside Productions. The agreement is the extension of an arrangement begun two years ago. Since 1956, Schneer has delivered four pictures, two of them already released, is shooting one currently and is about to start a sixth.

Some of the six productions to be made under the new deal will be made abroad, it was stated, and a number of the productions will be in color.

Soviet Film Group in Series of Talks Here

The Russian cultural exchange delegation which opened talks here last Friday with representatives of individual film companies in whose product they are interested in acquiring for exhibition in Russia, will continue their negotiations today and to-

(*Continued on page* 2)

Drop in U.K. Tax Receipts Revealed on Budget Day Eve

From THE DAILY Bureau

LONDON, Apr. 14 — On the eve of the April 15 Budget Day, customs and excise returns reveal a drop of £8½ million ($23,800,000) in cinema tax receipts compared with a year before.

Total receipts for the 11 months from April, 1957 to February, 1958 are given as £23,720,000 ($66,416,000) compared with £31,730,000 ($88,844,000) in the immediately preceding period. In making his tax concession of £6½ million ($18,200,000) a year ago, the then Chancellor of the Exchequer, Peter Thorneycroft, estimated that the tax would yield £29½ million ($82,600,000) in the ensuing 12 months.

Exchange Employee Benefits Set to Start

Pension benefits for film exchange employees will begin in January of next year, it is announced in the spring bulletin of the IATSE, released yesterday. The pensions will go to retiring front office and service workers who are represented by Film Exchange Employees locals of the Alliance and to retiring film salesmen, represented by the IATSE Motion Picture Salesmen Department. The pension fund was obtained in the lat-

(*Continued on page* 6)

Rank Studies Records Co.

From THE DAILY Bureau

LONDON, Apr. 14.—The Rank Organisation has under consideration the possibility of entering the gramaphone record business, it was learned here today. In the list of new company registrations appears unobtrusively a notice of the formation of a private company, Rank Records, with a nominal capital of £1000 ($2,800).

It is understood that a team of investigators is looking into the potenti-

(*Continued on page* 6)

Crouch Retiring from S-W Washington Post

George A. Crouch, zone manager for the Washington theatres of Stanley Warner and veteran of 50 years of continuous service with the circuit and its predecessors, will retire and become consultant for the zone, it was announced here yesterday;

(*Continued on page* 6)

Wohl, Rosenblatt Form New Company

The formation of International Film Distributors, Inc., by two former Republic sales executives was announced here yesterday by Joseph Wohl, president, and Charles Rosenblatt, vice-

(*Continued on page* 6)

REVIEW:

Cry Terror!

Virginia and Andrew L. Stone—M-G-M

There are all types of suspense stories. Some (like "Dial M for Murder") depend for their effects on a kind of intellectual guessing game. Others place sympathetic characters in situations of mortal peril and keep the audience wondering as to how they will escape. This latter is the category in which "Cry Terror!" belongs, and it is a pleasure to report that it is the best of its kind to hit the screen in years and years.

Indeed this observer is hard put to remember when, if ever, tension has been so cleverly and steadily sustained for some 90 minutes without letup in a film. Usually such pictures provide their excitement in spurts along the way as they head for a cliff-hanging climax. But "Cry Terror!" starts out immediately with a spine-tingling situation, keeps piling one after the other, and then winds up with a bang.

The picture isn't on for two minutes before the first exciting sequence

(*Continued on page* 6)

At Astor Hotel Today

Election of Officers Tops Compo Agenda

Other Topics Are Budget, Re-Entry of Allied States

Election of Compo officers and action on employment contracts which have been negotiated with Robert W. Coyne, special counsel, and Charles McCarthy, Compo information officer, are among the subjects on the agenda for the Compo directors and membership meeting at the Hotel Astor here today.

Other matters to be taken up by the meeting include a financial report by the treasurer, Herman Robbins, and the approval of the budget for the ensuing year.

As previously reported, the meeting will vote on the re-entry of Allied States Assn'n. into Compo, and will discuss the all-industry business-building campaign and its financing. Also scheduled for reports and discussion are the projected Compo campaign for elimination of the remaining 10 per

(*Continued on page* 3)

Federal Reserve Hits SBA Restrictions

From THE DAILY Bureau

WASHINGTON, Apr. 14—The Federal Reserve Board said general financing facilities for small business are inadequate, and suggested the Government experiment in this field.

It criticized the Small Business Administration as a "distress organization" which fails to hold out any real promise of help for small concerns. It specifically criticized SBA for granting

(*Continued on page* 2)

List-Glen Alden Hearing Postponed to Friday

Hearing of the Samuel Gilbert application for an injunction to prevent the proposed merger of List Industries, owner of RKO Theatres, and the Glen Alden Corp., which had been scheduled for yesterday was post-

(*Continued on page* 2)

PERSONAL MENTION

GOFFREDO LOMBARDO, president and FRANCO DE SIMONE, general manager, of Titanus Productions, Rome, have arrived in New York from Italy.

•

MAX E. YOUNGSTEIN, United Artists vice-president, postponed his scheduled weekend departure for Europe and now plans to leave here tomorrow.

•

DAVID A. LIPTON, Universal Pictures vice-president, arrived in New York last night from Hollywood.

•

ILYA LOPERT, president of Lopert Films, will leave New York today aboard the "United States" for Europe.

•

LEON ROTH, United Artists West Coast publicity coordinator, has arrived in New York from Hollywood.

•

MRS. EDWARD BERKSON, wife of the president of Screencraft Pictures, gave birth to a boy on Saturday at North Shore Hospital, Manhasset.

•

WILLIAM R. LATADY, director of foreign operations for National Theatres Amusement Co., has left New York for Oslo, Norway.

•

GEORGE JOSEPHS, Columbia Pictures home office sales executive, left here yesterday on a four-week tour of key cities of the Midwest.

•

BUSTER CRABBE will leave here today for Bermuda via B.O.A.C.

•

MILTON SALZBURG, head of NTA's non-theatrical division, will leave here today for Philadelphia, Baltimore and Washington.

U.A. N.E. Sales Meeting Opens in Boston Today

Special to THE DAILY

BOSTON, Apr. 14 – James R. Velde, United Artists general sales manager, will open a two-day New England sales convention here tomorrow to set detailed territorial plans for the company's spaced release program. Gene Tunick, Eastern district manager, will preside with Velde at the conferences attended by the Boston and New Haven branch staffs. Exchange managers participating are Harry Segal of Boston and Irving Mendelson of New Haven.

Velde and Tunick will also meet with area circuit officials and theatre owners on forthcoming UA films.

Supreme Court Won't Review Parody Verdict

From THE DAILY Bureau

WASHINGTON, Apr. 14–The Supreme Court today refused to reconsider its March 17 tie vote giving Loew's Inc. victory in its copyright infringement suit against Jack Benny, CBS and the American Tobacco Co.

Loew's had charged that a Benny TV program burlesquing the film "Gaslight" was an infringement of the Loew's copyright on the film. Loew's won in the lower courts, and a 4-4 Supreme Court vote, with Justice Douglas taking no part, sustained this verdict.

Plea Based on Tie Vote

However, the tie vote meant the court was not settling the broad question of whether all burlesques or parodies are copyright infringements, and CBS asked the court early this month to reconsider and rule on this broad principle. The court today refused, however.

Paramount Offers Plant To All Independents

From THE DAILY Bureau

HOLLYWOOD, Apr. 14 – The Paramount studio, which long has housed independent producing companies that release through Paramount, today announced that its full facilities will be available also hereafter to independent producers who do not have Paramount releasing deals.

Federal Reserve

(*Continued from page 1*)

loans only when small business finds it impossible to get them anywhere else.

The Board's views were in a 549-page report to Congress on present financing opportunities for small business. The Senate and House Banking Committees will draw on the reports in putting together small business legislation this year.

Drew Opposition of TOA

Theatre Owners of America and other trade organizations have for some time criticized SBA policies as being overly restrictive.

AB-PT Dividend

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., announced yesterday that the board of directors declared the second quarterly dividend of 25 cents per share on the preferred and 25 cents per share on the common stock of the corporation, payable June 14, to holders of record on May 23.

Soviet Group

(*Continued from page 1*)

morrow, and may return to Washington on Thursday.

If deals for any American films had been concluded here up to yesterday they were not announced. In the Russian delegation are A. N. Davydov, head of Sovexportfilm, and Tamara Mamedov, cultural attache of the Soviet Embassy in Washington. They also discussed the filming in Russia of some scenes for the Bryna production of "Michael Strogoff" here yesterday with Edward Lewis and Stanley Margulies of Bryna.

12 U.S. Films Wanted

The Russian delegation has said it is interested in discussing deals for 12 of the 39 American films that have been screened for it in Washington. A total of 160 American films have been listed for screening for the delegation. There are 24 Soviet films, nine of which have English subtitles, which have been screened for possible American distribution.

List-Glen Alden

(*Continued from page 1*)

poned until Friday by Justice Walter Hart in Kings County Supreme Court, Brooklyn, yesterday.

Gilbert was identified as the owner of 100 shares of Glen Alden stock. His attorney, Robert L. Bobrick, charged that the merger would irreparably damage Glen Alden stockholders, and said actions to recover $32,000,000 for the holders would follow if the merger was consummated. Arthur Driscoll of O'Brien, Driscoll & Raftery represented List.

Action on the merger plan by the latter's stockholders has been postponed to April 25.

Film Officials to Aid Israel Salute Apr. 27

A gigantic American salute to Israel's first decade of independence will be held at the Polo Grounds on Sunday, April 27, at 2 P.M. The celebration of Israel's tenth anniversary, known as the "Salute to Freedom," will be the occasion for an impressive tribute to the new democracy of Israel by foremost American leaders in the fields of civic affairs, religion and labor.

Barney Balaban, Spyros Skouras and Jack L. Warner are acting as co-chairmen on the motion picture industry committee to assist in the celebration. Sen. Herbert H. Lehman is general chairman of a committee of 500 distinguished Americans. Members of the industry committee also include Robert S. Benjamin, Samuel Goldwyn, Arthur B. Krim, Milton Rackmil and Dore Schary.

'Tribune' Critic Queries Teen-Agers

Paul V. Beckley, newly appoin top film critic of the "New Y Herald Tribune," devoted his f weekly column in Sunday's edition the subject of what teen-agers look and like in films they see. The artic subtitled "a homemade survey," v humorous in tone and reflected an titude friendly to the film industry

Beckley said he was surprised learn that teen-agers are not "exc sively devoted to Mickey Spilla space pictures, Frankenstein and like." One of the young girls he qu tioned told him the best film sh seen lately was "Peyton Place." T boys queried had admired "T Enemy Below," "Twelve Angry Me and "Paths of Glory," among rec pictures.

Much Confidence in Ads

The teen-agers also told Beck about pictures they were looking f ward to seeing. Asked what prompt their selection, one lad replied: figure if it's advertised a lot it m be good."

In the same edition of the "Tr une" the recent increase in thea attendance is the subject of an arti by John Lowry. "The response to t current crop of films," he said, " given producers and exhibitors n confidence in the future."

Du Pont Has New Fil

Du Pont has a new Superior 2 fil Type 936 Fine Grain, which it sa has finer grain than its predecessor the same name, develops faster, a because it is "super hardened," temperatures up to 125 degrees. It for motion picture production, a for amateurs in 16mm and 35m rolls. Its American Standards Assoc tion speeds are 80 daylight, 64 inca descent.

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Compo Agenda

(*Continued from page* 1)

cent Federal tax on admissions, and Compo's ad campaign in the trade magazine "Editor & Publisher."

Ben Marcus of Milwaukee, who has been designated Allied's Compo representative, will attend the meeting and is scheduled to be formally named to the Compo triumvirate. Coyne will withdraw from the latter. Other members are Samuel Pinanski, Theatre Owners of America representative, and Abe Montague, distribution representative. Sidney Schreiber, general counsel of the Motion Picture Association, is Compo secretary.

The employment contracts with Coyne and McCarthy were negotiated by a Compo committee named for the purpose at last year's meeting.

Good Attendance Expected

About 50 to 60 delegates are expected at today's meeting. Ernest Stellings, TOA president, may be unable to attend because of business engagements which may keep him at his Charlotte, N. C., headquarters. However, TOA will be represented by Pinanski, Sam Rosen, Herman Levy, Albert Pickus, Walter Reade, Jr., and Al Floersheimer.

Williams Again Heads Jimmy Fund Drive

Special to THE DAILY

BOSTON, Apr. 14.—Ted Williams has again accepted the general chairmanship of the Jimmy Fund, heading a list of imposing names for the 1958 drive. James Mahoney, of Interstate Theatres, and Joseph E. Cronin, of the Red Sox, are the general co-chairmen, with William S. Koster of the Variety Club of New England as executive director. Michael Redstone is treasurer; Harold Greenlaw, assistant treasurer; Douglas Amos, drive-in theatre chairman; Bob Emery, Curt Gowdy and Bob Murphy, radio and TV chairmen; and Hector Peletier is chairman for the chiefs of police.

The Jimmy Fund is sponsored each year by the Variety Club of New England, the Boston Red Sox and the chiefs of police of Massachusetts.

Ollie Brownlee, 57

OKLAHOMA CITY, Apr. 14—Funeral services were held here Friday in Christ Methodist Church for Ollie Brownlee, 57, owner of the Ritz Theatre here. Brownlee died Apr. 9 in St. Anthony hospital. He had been in ill health for some time. Brownlee was also manager for Malco Theatres in Fort Smith for a long period.

'Paris' in Boston

BOSTON, Apr. 14—Tolda Productions' "Paris Holiday" will have a charity premiere here tomorrow night at the Paramount Theatre with star Bob Hope attending as the guest of honor. Proceeds from the benefit performance of the United Artists release will go to the Cerebral Palsy fund.

New Member for Compo Triumvirate

Ben Marcus

Samuel Pinanski

A. Montague

Meeting on Cleveland Business Plan Thurs.

Special to THE DAILY

CLEVELAND, Apr. 14.—Plans for the local theatre business building program are expected to take another step forward on Thursday when a meeting will be held in the office of Louis Weitz, executive secretary of the Cleveland Motion Picture Exhibitors Association. The exhibitors committee working on the plan has suggested a six-month program in which all types of media, from billboards to merchant tie-ups would be used.

Lang, Fisher & Stashower, local advertising firm, has been asked to submit plans in three price categories. These will be presented for consideration at the meeting Thursday.

Meanwhile, exhibitors have also expressed interest in the local "You Auto Buy Now" program launched here by automobile sales outlets and being followed by other merchants, in which the public is being urged that "it is smart to buy now" to combat the economic recession.

Precon Demonstration In Hollywood Thursday

From THE DAILY Bureau

HOLLYWOOD, Apr. 14 — John Miller, president of OMECC Productions, said today he is negotiating for a distribution deal for the film "My World Dies Screaming," first production using the Precon subliminal perception process. OMECC has exclusive rights to theatrical use of the Precon system. Miller disclaims any use of the technique for commercial purposes, saying it is "used only to intensify the emotional impact of the picture." Demonstration reels will be shown the press Thursday morning here.

Correction

The report of the Hollywood-AFL Film Council on the survey of the motion picture industry compiled by Dr. Irving Bernstein, U.C.L.A. economist, was erroneously attributed to the Motion Picture Industry Council instead of the AFL in Motion Picture Daily on April 9. The Daily regrets the inadvertent error.

New Cartoon Process In 3-D Is Announced

From THE DAILY Bureau

HOLLYWOOD, Apr. 14 — Motion picture and television rights to "Li'l Pedro," cartoon strip distributed internationally by the Mirror News Syndicate, have been acquired by a group headed by veteran producer Dave Fleischer. He said he plans to inaugurate a new third-dimensional cartoon process in transferring the character to film.

Fleischer said the new method of photography involves juxtaposition of actual backgrounds with cartoon celluloid sheets, utilizes regular cameras, projection machines but does not require special glasses either for theatre or television viewing. The process, which has not yet been given a trade name, was developed by Sid Glenar, owner of an animation camera service and who has long been associated with Fleischer productions.

Lewis, Presley Seek To Record in Mexico

Special to THE DAILY

MEXICO CITY, Mex., Apr. 14 — Two Hollywood actors have sought to make arrangements here to record music for their new films in Mexican studios.

Jerry Lewis made a visit here recently for that purpose, and Presley has sent a petition by mail. Although the latter is presently in military service, he stated that he has obtained a license to come to this country May 7. Members of the American Federation of Musicians are currently on strike in Hollywood against five major studios.

Win Time Change

ALBANY, N. Y., Apr. 14. — The Klein Brothers have won in their campaign to gain an extension of an hour in the operating schedule for their Jericho Drive-in, three miles south of Albany, when the Bethlehem Town Board, after a public hearing, approved their request. The board's action permits the showing of motion pictures, during Daylight Saving Time, until midnight instead of 11 P.M. on Sundays, and up to 1 A.M. on weekdays instead of midnight as formerly.

PEOPLE

Budd Schulberg has been awarded the Cerman Film Critics Prize for 1957-58 for his screen play of Warner Brothers' "A Face in the Crowd." The award was donated by the "Star Revue of Hamburg," "in the interests of furthering artistic films."

•

Robert Edwards, formerly in a banking post in San Antonio, Tex., has been named assistant to **Jack Sanson**, resident manager at the Stanley Warner Strand Theatre, Hartford, succeeding **Allen Brown**, who has been promoted to managership of the Commodore Hull Theatre, Derby, Conn. **Israel Finn**, manager of the latter house, has left the circuit.

•

Rose White is the new owner of the Hollywood Theatre, Madisonville, Tenn., having acquired it from Cherokee Amusement Co.

•

Olen Martin, Jr., operator of the Tri-City Drive-in, Bucyrus, O., will open his remodelled concession building shortly with an open-house party to which he has invited industry members throughout the area.

Brookline B'rith To Install May 4

Special to THE DAILY

BROOKLINE, Apr. 14—The Sentry (Theatrical) Lodge of B'nai B'rith will hold its annual installation of officers here on May 4. Harold Rubin of Clobe Premium Company is to be installed as president for a second term. Other industry officers are Carl Goldman, executive secretary of IENE as first vice-president; Emanuel Youngerman, United Artists sales manager as third vice-president; Henri Swartzberg, film buyer at ATC as financial secretary and Albert B. Lourie, circuit owner, as treasurer.

Trustees for another term are Theodore Fleisher, Edward W. Lider, E. M. Loew, Arthur Lockwood, Samuel Pinanski, Michael Redstone, Herman Rifkin and Philip Smith. It is the intention of the incoming officers to change the name of the Sentry Lodge to the Boston Cinema Lodge.

'Vanya' Premiere Set As Runyon Fund Benefit

"Uncle Vanya" will open on Monday, April 28, at the Baronet Theatre here as a benefit premiere for the Damon Runyon Memorial Fund for Cancer Research. The opening night price for the tickets will be $5, and seats will be sold by mail and at the box office.

The film is based on the off-Broadway production at the Fourth Street Theatre, with Franchot Tone, George Voskovec, Clarence Derwent and others.

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Rank Studying

(*Continued from page* 1)

alities of the market and that the company has been formed to protect the name. Said a spokesman for the Organisation: "If we enter the record business, it will be in a very big way."

Believed Considering 78 r.p.m.

With its existing film and television business, Rank would have available artists not already signed to other recording companies. It is considered likely that the new company would go into the minigroove "pop" record field on 78 rpm plastic discs.

Exchange Employees

(*Continued from page* 1)

est contract negotiations of both of these groups.

Since the creation of the fund, employer contributions of six cents per hour's pay (not to exceed 37½ hours per week) plus interest from investments, etc., have resulted in total net assets of $549,553, as of the end of 1957.

The payments, starting in January, will provide four different types of pension. They are payable for life and are over and above social security benefits.

Financial Statement Included

In the same issue of the bulletin, the union's financial statement for the year ended Dec. 31, 1957, is published. It lists total cash receipts for the period of $904,874 and total cash disbursements of $991,371. Officers (12 in all) received $190,234 for salaries, expenses, transportation and incidentals; and international representatives (8 persons) $97,135 for the same charges. Administrative and general expenses amounted to $253,499.

Wohl, Rosenblatt

(*Continued from page* 1)

president. The company will be concerned primarily with the sale of television and theatrical films to foreign territories.

Wohl resigned his post as division manager for Republic, while Rosenblatt was assistant foreign sales manager for Republic International. Theodore W. Kheel is secretary, treasurer and general counsel of the new corporation.

Book 'One' at Odeon

The Rank Organization's "The One That Got Away" will open at the Odeon Theatre on Broadway on Wednesday, April 23.

Cry Terror!

(CONTINUED FROM PAGE 1)

occurs—a hurried passenger evacuation of a commercial airliner on which a time bomb is reported to be secretly stowed. From there the film moves swiftly from one nail-biting situation to another—to an abduction of three innocent people by criminals, to a dizzying automobile ride through Manhattan streets in a race against the clock, to a brutal murder committed by the heroine in self-defense, to a dangerous descent by the hero down an elevator shaft, and finally to a deserted subway tunnel where the "third rail" plays a vital function.

Those are some of the highlights in this continuously exciting film, and the "gimmick" that holds the plot together is as unique and tricky as anyone could ask. It concerns the diabolical plan of an intellectual criminal to extort money from an airlines company by threating to destroy passenger planes in mid-air through miniature time bombs, using a new type of explosive. To carry out this scheme he first dupes a TV repairman into making the bombs for him and then uses this fellow's wife and small child as hostages to force cooperation in collecting the funds from the airline and outwitting the police. The F.B.I. is called into the case shortly, and what they do with a piece of chewing gum to track down an aide of the criminal mastermind is something to observe. (On later reflection this is the only element of the film that seems incredible, but no one is likely to notice it while absorbed in what's going on.)

TO CAPTURE an audience's full sympathetic participation, a thriller must place in jeopardy characters that are likeable and real. "Cry Terror!" has three such in the TV repairman, his wife, and child. Inger Stevens is wonderfully warm and appealing, and James Mason acts with just the right emphasis on fear and desperate courage, too. Terry Ann Ross is cute without cloying as their child. The villains are a colorful lot; Rod Steiger is most unctuous as the mastermind; Angie Dickinson, sinister as his doxy; and Neville Brand, repulsive as a benzedrine addict.

Also contributing strongly to the film's credibility are the actual backgrounds of New York in which it was shot—from that subway tunnel to a house in Riverdale and a lavish penthouse on the East Side.

In judging any film it is sometimes difficult to apportion credit properly; what looks like deft direction may be the work of an expert cutter. There is no such problem for a reviewer with "Cry Terror!" The whole thing was conceived and executed by the versatile husband-and-wife producing team of Virginia and Andrew L. Stone. He wrote the script, directed and produced. She functioned as associate producer, script supervisor, location scout and film editor. "Cry Terror!" like most of the previous thrillers they did together, bears the mark of their careful attention to detail. It is a model of coordinated film technique.

Exploitation-minded exhibitors have a real bonanza in this film.

Running time, 96 minutes. General classification. Release, in April.

RICHARD GERTNER

Roth to UMPO

George Roth has been appointed national sales manager of United Motion Picture Organization. He was formerly with Trans-Lux Distributing Corp., where he was vice-president and general sales manager.

Service Co. Formed

MILWAUKEE, Apr. 14—The Martin Thomas Theatre at Hancock, Mich., has formed a new company called the Copper Theatres Service Co., which will also take in Calumet, Mich.

Movielab Memo

Movielab Color Corp. has issued a special "Movielab Memo" describing ten different color processes for the production of 35mm and 16mm release prints. The memo also includes special chart material dealing with the various processes.

Universal Signs Franz

HOLLYWOOD, Apr. 14 – Universal has signed Arthur Franz to star in Joseph Gershenson's "Monster in the Night," the first in a package to include "Step Down to Terror."

Toll-TV Test

(*Continued from page* 1)

and House Commerce Committee agreed to postpone any action on trial of toll-TV until 30 days aft Congress adjourns. Harris said th committee has received some 100,00 letters, almost all against toll-TV, an that he believed the commissio lacked the authority to okay toll-T even on a trial basis. If the commis sion acts after Congress quits, he said he will call his committee back int session and hold hearings on the sub ject.

Crouch Retiring

(*Continued from page* 1)

Crouch will leave for a vacation o May 3.

Supervision of the company's the atres will be consolidated with th Philadelphia zone under Frank J. Da mis, vice-president of Stanley Warne Theatres, who is merging the opera tion of the two zones.

Crouch entered the theatre busine in 1908 at the age of 15, working i the Air-Drome, established by th Crandall Amusement Co. on a fenced in lot in Washington. Its 600 seat were made up of park benches. Th admission was 5 cents. He was r wind-man, poster clerk and gener utility man.

Upon the merger of Crandall wit the Stanley Co. of America in 192 he became successively the purchasin agent, chief booker, assistant film buy er, and when Warner Bros. theatr absorbed the Stanley Co., three year later, he became film buyer and as sistant zone manager. In 1948 upo the death of John Payette, he wa appointed zone manager and remaine in that post when Stanley Warne Corp. bought the Warner theatr chain.

Callow Appointed S-W Asst. Zone Manager

Special to THE DAILY

PHILADELPHIA, Apr. 14.—The ap pointment of Everett C. Callow as as sistant zone manager was announce today by Frank Damis, vice-presiden of Stanley Warner Theatres and i charge of the newly created Philadelphia-Washington, D. C., zones.

For the past four years Callow ha been national director of advertisin and publicity for Cinerama, as wel as executive assistant to L. B. Isaac national director of exhibition fo Cinerama Theatres. Callow assume his post as soon as he returns from Buenos Aires, where a Cinerama theatre is being instituted.

Callow won the Quigley Gran Award for Showmanship in 1940.

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rim Reports

JA Profits Are Jp for Seventh traight Year

ees First '58 Quarter purring Further Gains

By JAMES D. IVERS

(Picture on Page 2)

A substantial increase in 1957, for e seventh straight year, in both lume of business and net profits for nited Artists was the solid fact bend an assertion yesterday by Arthur Krim, president of the company, at UA is a "growth company in a owth industry." The first quarter of 58, Krim declared, is ahead of 1957 d on this basis, plus the fact of the mpany's expanded release schedule r the rest of this year, he predicted substantial gain in 1958 over 1957. The 1957 net profit was at an all-

(*Continued on page* 2)

arriman Kills Bills urbing Theatre Ads

Special to THE DAILY

ALBANY, N. Y., Apr. 15.—Gov. verell Harriman today vetoed two lls affecting motion picture advertisg.

One, the Bauer-Younglove measure, nended the penal law, to make it a isdemeanor for any person, firm or

(*Continued on page* 4)

o Honor Lazarus t Luncheon May 8

Paul N. Lazarus, Jr., vice-president Columbia Pictures and chairman the industry's business building mpaign operating committee, will honored at a luncheon given by e Associated Motion Picture Adver-

(*Continued on page* 4)

elevision Today

Page 6

Some U.K. Tax Relief Won

By PETER BURNUP

LONDON, Apr. 15. — The British film industry's stepped up campaign for entertainment tax relief won greater success this year than last, but not as great success as had been hoped (however unrealistically). Chancellor of the Exchequer Derick Heathcoat-Amory today announced his budget which includes provisions for entertainment tax relief amounting to

(*Continued on page* 2)

North Central B-B Unit Tells Plans, Purposes

Special to THE DAILY

MINNEAPOLIS, Apr. 15.—A theatre owner's business building forum was organized on a permanent basis here today at a meeting of the 24-man "steering committee" which organized the highly-successful exhibitors meeting a month ago.

The committee elected a 10-man

(*Continued on page* 4)

Wind Up Soviet Film Talks Here Friday

Soviet representatives who are discussing deals for individual films with their producers or distributors here are extending their New York stay to the end of this week, reportedly with no deals for purchase of any of the 14 American films in which

(*Continued on page* 5)

Allied States Back in Compo

MPA Deferment Aids B-B Program Fund

First Exhibitor Contributions Not to Be Earmarked for 'Oscar' Telecast Cost

By JAMES M. JERAULD

In order to get the business-building campaign into high gear as rapidly as possible, the Motion Picture Association has informed the Council of Motion Picture Organizations that it will defer collection of half of the $600,000 which it has paid for the Academy Awards telecast until the next phases of the campaign have been launched.

This was made known at a meeting of the COMPO directors and membership at the Hotel Astor here yesterday.

Abe Montague, distributor representative on the COMPO triumvirate, said that rather than taking the first exhibitor contributions to the business-building campaign and applying them to the Awards telecast costs, MPA is willing to put up new money to match the incoming exhibitor contributions, and thus provide funds for the next phases of the campaign, the radio and national newspaper advertising campaigns.

Under this arrangement, the last

(*Continued on page* 5)

Present TV 'Emmy' Prizes

By VINCENT CANBY

Television honored its own last night with the presentation of the annual "Emmy" awards of the Academy of Television Arts and Sciences. Again presented over NBC-TV, the show was perhaps the most star-filled, most entertaining and, particularly, most completely realized TV entertainment show in Academy history.

While most of the excitement was

(*Continued on page* 6)

Winners in leading categories of the tenth annual "Emmy" awards for best performances on television in 1957 are published on page 6.

Compo to Launch New Federal Tax Campaign

A campaign to remove the remainder of the Federal ticket tax is planned by the Council of Motion Picture Organizations. The move was decided upon at the COMPO meeting here yesterday.

Robert W. Coyne, special counsel, and Pat McGee will be in charge.

Some of those present feld that the

(*Continued on page* 5)

DCA Consolidates Sales Under Sachson

Consolidation of all sales divisions of Distributors Corp. of America under the direct supervision of Arthur Sachson, vice-president and general sales manager, was announced here yesterday by Fred J. Schwartz, president.

The sales realignment resulted from

(*Continued on page* 4)

HOTEL ASTOR

M.P. DAILY picture

Sam Pinanski led off, and one of his first acts was to applaud and welcome back Allied's Ben Marcus, left. Between them, counsel Robert Coyne.

PERSONAL MENTION

LEO JAFFE, Columbia Pictures first vice-president and treasurer, will return here today from Hollywood.

●

John Murphy, vice-president of Loew's Theatres, is vacationing at Ponte Vedra, Fla.

●

Norman Wasser, Pepsi-Cola theatre sales division manager, will leave New York by plane today for England.

●

Martin Levine, Brandt Theatres general manager, will return to New York today after a three-week tour of the Caribbean area.

●

James Shanahan, of Loew's Theatres advertising-publicity department, is in Boston from New York.

●

Irving Drutman, representative for "Albert Schweitzer," has left New York for Europe.

●

Gerry G. Hooghiemestra, North American sales manager for Philips of The Netherlands, will return to Eindhoven on April 19 after visiting Todd-AO installations in the U.S. and Canada.

●

Marty Ingram, Allied Artists publicist, is in San Francisco from New York.

●

Mitzi Gaynor will leave here for London today via B.O.A.C.

B & K Annual Earnings Reported at $336,284

Special to THE DAILY

CHICAGO, Apr. 15.—The Balaban and Katz Corp. had earnings of $336,284 in 1957, stockholders were told at the annual meeting here today. This represents $1.28 per share and compares with $656,744 last year, which was $2.50 per share.

Stockholders re-elected six directors today, including David Wallerstein, Arthur Goldberg, Simon Siegel, Leonard Goldenson, Edward L. Hymen and Sidney Markley.

SDG Sets New Award

HOLLYWOOD, Apr. 15. — The Screen Directors Guild has established an annual award for the best direction of a foreign-language picture. Frank Capra heads the committee handling the project. Twenty-two countries have been invited to participate.

M.P. DAILY picture

The industry's success story continues: the scene yesterday in Arthur Krim's office as he again reported and predicted. With him, his cabinet: Herbert Golden, William Heineman, Robert Benjamin, Max Youngstein, Arnold Picker, Roger Lewis.

UA Profits Up for 7th Year

(*Continued from page 1*)

time high for the company of $3,262,466 after taxes. Gross world-wide income from film rental and related items was $70,008,242. These compare with a net of $3,106,497 and a gross of $64,167,164 in 1956. The 1957 earnings per share on capital stock outstanding December 28 are $3.05 compared to $2.90 per share for 1956, adjusted to the same number of shares outstanding. The 1957 annual report was the first since the company became a publicly owned corporation in the spring of 1956.

Discusses Current Product

The impact of the public financing, Krim said, will not have its full effect on revenues until this year because the added capital available for product financing was put into pictures which are now or soon will be ready for release. This inventory of big product he illustrated with six pictures which he said he and his fellow officers had seen in a recent ten-day period.

These were: "God's Little Acre," the Anthony Mann-Security film version of Erskine Caldwell's best-seller; "Kings Go Forth," the Frank Ross production; "Paris Holiday," Bob Hope's Tolda production; "Run Silent, Run Deep," Hecht-Hill-Lancaster production; "The Big Country," the William Wyler-Gregory Peck Anthony-Worldwide production, and "The Vikings," Kirk Douglas' production.

Krim and his partners also are looking forward to tremendous earnings from "Une Parisienne," the latest film starring Brigitte Bardot. The motion picture will be released in association with Lopert Films, in both a dubbed and a titled version, the two to play day and date, Krim disclosed.

The UA president predicated his optimism for 1958 and 1959 also on another group of six top pictures which he said would soon be ready for viewing and on some 17 productions now in preparation by 13 of United Artists' production entities.

The second group of six pictures include: Figaro's "I Want to Live" with Susan Hayward; The Mirisch Company's "Man of the West" with Gary Cooper; Hecht-Hill-Lancaster's "Separate Tables" with Burt Lancaster and Rita Hayworth; Stanley Kramer's "The Defiant Ones" with Tony Curtis and Sidney Poitier; Seven Arts' "The Gun Runners" with Audie Murphy; Knightsbridge Films' "The Horse's Mouth" with Alec Guinness; and Hammer-Seven Arts' "The Phoenix" with Jeff Chandler and Jack Palance.

Two 'Blockbusters' Per Month

In 1959, Krim said, the company's total release of blockbuster features will be expanded to two per month, for an annual number of 24. These outstanding films will be distributed evenly at the rate of six features in each quarter of the calendar year. With supplementary films, the full program for 1959 will include from 36 to 48 motion pictures.

The board of directors of the company yesterday afternoon declared a regular quarterly dividend of 35 cents on the common stock, payable June 27 to stockholders of record June 13.

Present at the conference in addition to Krim were Robert Benjamin, William Heineman, Max Youngstein, Arnold Picker, Roger Lewis and Herbert Golden.

U.K. Tax Relief

(*Continued from page 1*)

£14,500,000 ($40,600,000) for the full year.

Last year the tax concession amounted to £6,500,000 ($18,200,000). As a result of the new tax rates, which go into effect May 4, the tax yield for the current year is expected to amount to £12,000,000 ($33,600,000).

Seat prices up to and including one shilling six pence are to be tax free. On higher seat prices, the tax has been reduced to 33 1/3 per cent of the excess of the price over one shilling six pence. Thus there will be a one penny tax on a one shilling nine pence seat, two pence on a two shilling seat, four pence on a two shilling six pence seat, and so on.

In his budget speech today the Chancellor referred to the British Film Production Fund and said he was consulting with the president of the Board of Trade on the Fund's yield and any alterations which might be required in the rate of levy. The tax reduction, said the chancellor, provides room for any levy changes which might be considered necessary. This statement quieted the fears of producers over the decline in the yield of the Fund as a result of the tax reduction.

New Film Company Formed in Denver

Special to THE DAILY

DENVER, Colo., Apr. 15.—Columbia Productions, a new film company, has been organized here by Harlan Mendenhall, cameraman and writer. He reported today that his first feature, "Brand for Satan," is almost completed, and he expects to have it ready for screening in Hollywood early in May. He intends to make four more pictures this year, he added.

Mendenhall directed films for the armed forces during World War II, wrote for the "Gangbuster" radio for 15 years, produced a Denver newsreel weekly for the Fox Denver Theatres, organized the film department of KOA-TV in 1953 and has sold more than 400 short stories.

Stark Off for Europe

HOLLYWOOD, Apr. 15. — Ray Stark, president of Seven Arts Productions, left here by plane today for Germany, where he has scheduled talks in London and Paris with Michael Carreras, producer, and Robert Aldrich, director, of "Phoenix," for United Artists release.

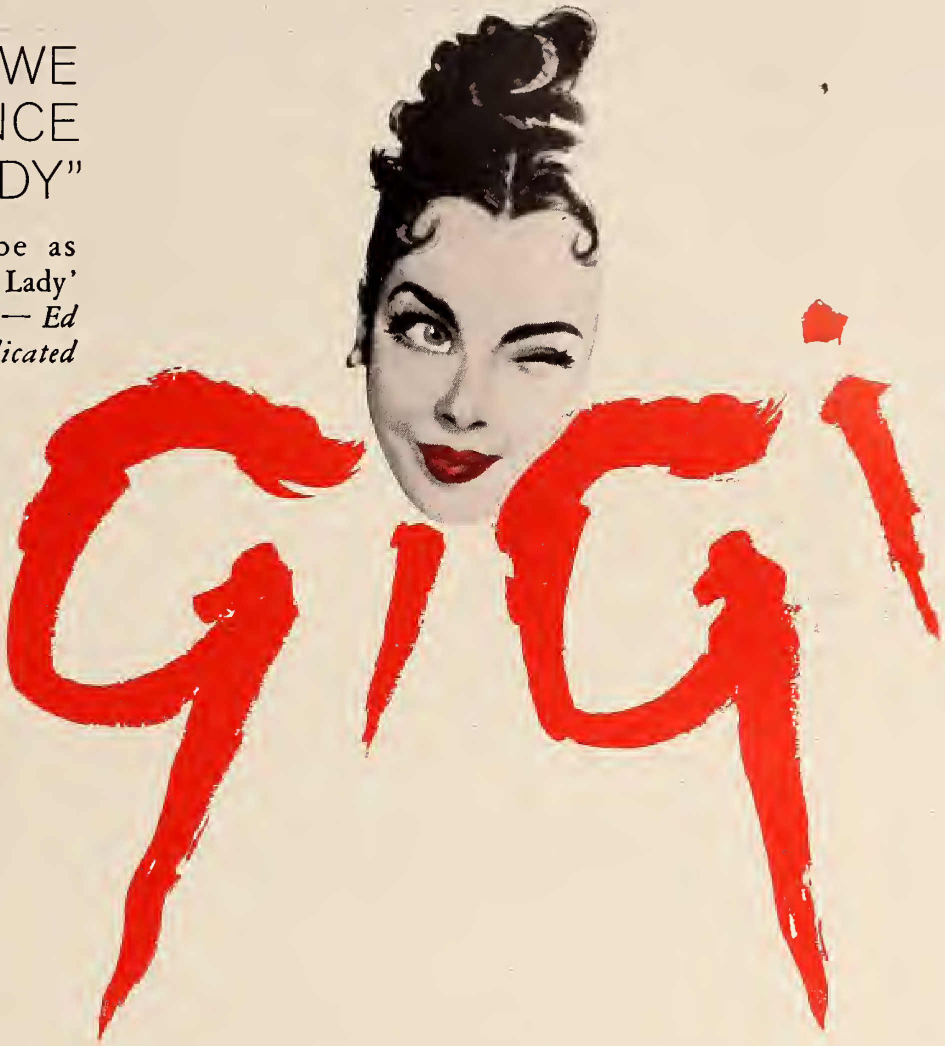
'Marjorie' Apr. 24

"Marjorie Morningstar" will open at Radio City Music Hall on April 24, Warner Bros. announced yesterday.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

THE FIRST LERNER-LOEWE MUSICAL SINCE "MY FAIR LADY"

'GIGI' promises to be as great a flicker as 'My Fair Lady' is a Broadway musical." — *Ed Sullivan's nationally syndicated column, April 4, 1958.*



THE GREAT COMING EVENT!

★

OPENS THURSDAY, MAY FIFTEENTH

ROYALE THEATRE

45th St. West of Broadway, N. Y. C. • All Seats Reserved

SELECTED ENGAGEMENTS WILL FOLLOW IN PRINCIPAL CITIES FOR JULY 4th HOLIDAY AND THEREAFTER.

★

With its hit songs flooding the air-waves, with newspaper columnists heralding a new show-world giant, with word-of-mouth sweeping the nation, M-G-M's "GIGI" headed for fame and fortune.

M·G·M BACK ON TOP IN '58!

M-G-M
Presents

AN **ARTHUR FREED** PRODUCTION Starring **LESLIE CARON**

MAURICE CHEVALIER · LOUIS JOURDAN

HERMIONE GINGOLD · EVA GABOR · JACQUES BERGERAC · ISABEL JEANS

SCREEN PLAY and Lyrics by **ALAN JAY LERNER** · MUSIC BY **FREDERICK LOEWE**

Based On the Novel by COLETTE

Costumes, Scenery & Production Design by CECIL BEATON

In CinemaScope And METROCOLOR

Directed by **VINCENTE MINNELLI**

Harriman Kills

(Continued from page 1)

corporation to seek to sell any motion picture film, book, magazine, newspaper, etc., by "publicly advertising that the decency or morality of the same has been challenged in any court, by any board of review, or by any group or agency."

The other, the Murphy-Bauer bill, amended the education law to authorize the State Education Department to revoke any license issue if the advertising matter "represents or exhibits any scene or dialogue eliminated from any motion picture licensed by the department," or if a poster, banner or similar advertising matter "distorts or misrepresents the character or content of any motion picture licensed by the department."

Statement by the Governor

In disapproving the Bauer-Younglove act, Governor Harriman said:

"The objective of this bill is sound but its wording will lead to misunderstandings as to its scope of application. The New York State Publishers Association has written me: 'Although in sympathy with the intent to eliminate capitalizing on a challenge of decency or morality, this legislation goes much further and precludes defending an unwarranted challenge'."

The veto message on the Murphy-Bauer bill stated: "There is no objection to the first change. In fact, the Department of Education has always been of the view that the use in advertising material of scenes or dialogue which had been eliminated from the motion picture when licensed would constitute a violation of the existing law."

Called 'Too Vague'

"However," continued the Governor's memorandum, "the second change made by the bill is too vague and indefinite and is impractical of proper application. The attorney general has pointed out that the phrase 'distorts or misrepresents the character or content' of a film might be open to constitutional attack upon the argument that the language is indefinite."

To Honor Lazarus

(Continued from page 1)

tisers, it was announced yesterday by Bob Montgomery, AMPA president. The affair will take place Thursday, May 8, in the Georgian Room of the Piccadilly Hotel.

Maurice Bergman, director of public affairs for the Motion Picture Association, will preside at the luncheon, at which leaders of the business drive will be invited to share the dais with Lazarus.

Hans Barnstyn has been named chairman of the luncheon committee, which also includes David Bader, Lige Brien, Steve Edwards, Ray Gallagher, Paula Gould, Merlin Lewis, Blanche Livingston, Vincent Trotta, Gordon White, Marcia Sturn and Pat Padula.

REVIEW:

The Goddess

Columbia

PADDY CHAYEFSKY who brought "Marty" and "Bachelor Party" to the screen turns here to a wider field. The result is neither an art picture nor a mass audience picture but, because the novelty of approach which made those successes is still present in high degree, it is one which will generate discussion by every one who sees it—about as sure a guarantee of box office success as could be devised.

This is Chayefsky's first effort by his own company, in association with Milton Perlman, who produced, and it reflects his earnest effort to introduce the technique of extreme realism with which he electrified television to the theatrical motion picture. The technique was effective in the character sketches, largely without dramatic motivation which characterized his previous efforts but it is not so successful in this attempt at characterization in depth.

The players, unknown to movie audiences, are all competent in their roles with Kim Stanley, distinguished stage star, lifting the picture by her performance far beyond the merits of the story. She is ably supported by Lloyd Bridges as her second, also unsuccessful, husband.

The story is of an unwanted, unloved child who becomes a neurotic movie star and of the desperate void in her character which lack of love leaves, of her search for it in sex, alcohol, religion and success.

It is marked by some extraordinarily touching performances in its earlier stages, particularly by Patty Duke, playing the protagonist at the age of eight, seeking someone to tell her small school triumph to, and by Miss Stanley as a teen-ager desperately seeking companionship. It is here, among people whom Chayefsky knows, that he is at his surest and best.

On the other hand, the later sequences are marked by exaggeration that amounts to caricature, lessening the realism of the earlier developments. This is true especially of an astonishingly crude caricature of how Miss Stanley achieves stardom—"Come to my house tonight to talk it over"—and of a grotesque sequence of her conversion by her mother to one of the louder and noisier versions of Billy Sunday revivalism.

The picture was made entirely in New York with location shots in Maryland and Hollywood and, technically, supports the contention that professional polish can be applied as easily on the east as well as on the west coast. But the entire company could profitably have spent more time in Hollywood observing their subject.

Veteran John Cromwell directed with a sure hand. He and Miss Stanley must indeed take credit for a well done job.

The nature of the material and the frankness of the bedroom scenes would restrict the picture to adult audiences. Properly sold it should engender discussion with subsequent box office health.

Running time, 105 minutes. Adult classification. Release date, May.

JAMES D. IVERS

DCA Consolidates

(Continued from page 1)

the resignation of Irving Wormser as vice-president of the company. Wormser left to accept the post of president of Continental Films.

Sachson will continue to have his headquarters here. He has appointed Kermit Russell western sales manager with headquarters in Chicago, and Hy Bettinger eastern sales manager with his headquarters in Washington.

T-L Names Svigals

Ed R. Svigals has been appointed general sales manager of Trans-Lux Distributing Corp., it was announced yesterday by Richard P. Brandt, Trans-Lux president. Svigals, who is a veteran of the film industy, joined the company early last year as sales representative.

Svigals replaces George Roth in his new post.

Hebert, Houser Named To Publicize 'Porgy'

From THE DAILY Bureau

HOLLYWOOD, Apr. 15 – Samuel Goldwyn has announced the appointment of William Hebert and Mervin Houser as co-directors of publicity and public relations for "Porgy and Bess." Houser, who conducted the international publicity campaign for David O. Selzniek on "A Farewell to Arms," will join Goldwyn on Apr. 28.

Honor DeMille Apr. 29

The Broadcast Pioneers, at their 17th annual dinner meeting, to be held April 29 at the Hotel Statler, Los Angeles, will honor Cecil B. DeMille "for his outstanding contributions to the form and art of radio and television drama; for the high standards he has established, which continue to serve as beacons for those who come after him, and for his superlative showmanship."

North Central

(Continued from page 1)

executive committee headed by Gi Nathanson of Minneapolis as chairman, adopted a declaration of purposes, took steps toward organizin a fight on Daylight Saving Time an approved plans for another territory-wide localized advertising and exploitation campaign this fall.

Elected to the executive committe were Nathanson, Dan Peterson, Watertown, S. D.; Burr Cline, Jamestown N. D.; Sheldon Grengs, Eau Claire Wis.; Gay Hower, Worthington Minn.; James Randgaard, Staples, an Harry Greene, Tom Burke, Fran Mantzke and Joseph Podoloff, all o Minneapolis.

Supply Companies Welcomed

There was no discussion of affiliation with any national exhibitors organization and it was agreed tha membership should be open to othe businesses affiliated with the motio picture industry, such as equipmen supply houses, and concessionaires.

A declaration of purpose offered b Harold Field was adopted unanimously. It follows:

"The purpose of this organizatio and the sole purpose, is to improv business in all branches of the motion picture theatre industry and it affiliates in the Northwest, whethe it be to create business building opportunities or to take steps to defen the industry against outside detrimental factors that are against th common good. It is distinctly understood that matters pertaining to trad practices, unless they are against th common interest of every single member concerned, are not proper subjects for discussion by this group."

Enthusiasm Reported High

Harry Green, one of the designer of the recent "happiest man in town advertising campaign, reported tha 170 cities in the upper Midwest wer represented at the meeting. Of these he said, 117 bought advertising an promotional accessories and other participated partially. He estimate that participation equalled 80 per cen of all towns represented.

TOA Mails Brochure

Brochures outlining the new grou life insurance program sponsored b Theatre Owners of Ameria and underwritten by the John Hancock Mutua Life Insurance Company, have bee mailed to all TOA members. The two-color brochure contains 11 pages outlining the program, answering questions about the coverage, and listin the 1958 cost calculations for individual policies.

Paramount Signs Gabl

HOLLYWOOD, Apr. 15 – Paramount today announced the completion of a deal for Clark Gable to sta in "But Not for Me," to be produce by William Perlberg and George Seaton from a script by John Michae Hayes. The picture is scheduled t start in July.

Russians to Consider Offer on 'Strogoff'

The proposal of Kirk Douglas to produce "Michael Strogoff" for his Bryna Productions in Russia has been favorably received by the visiting Soviet film delegation and will be presented for ratification to top film and government officials in Moscow when they return there in two weeks. Bryna said yesterday this was the first American production offer to win such high-level consideration.

A meeting was held here Monday between Aleksander A. Slavnov, head of the Soviet delegation; Aleksander Davydov, head of Sovexport Film; Tamara Mamedov, cultural attache for the Soviet Embassy in Washington; and Edward Lewis and Stan Margulies, executives of Bryna.

Would Be Co-Production

"Michael Strogoff" would be a co-production between Bryna and the Soviets, with a Russian actress probably signed as leading lady. Soviet officials are taking with them a detailed treatment of the script and a story outline. They indicate the next meeting would be held in Moscow at the end of May, at which time final negotiations would be concluded.

Information on the meeting will be supplied both to the Motion Picture Association of America and to Turner B. Shelton, film division chief of the United States Information Agency, as the project will be made within the framework of the cultural exchange agreement signed by the two countries on Jan. 27.

Soviet Film Talks

(*Continued from page* 1)

they have evinced interest having been concluded up to last night.

The pictures named include "The Bridge on the River Kwai," "Oklahoma!," "The King and I," "Summertime," "Picnic," "A Farewell to Arms," "12 Angry Men," "Marty," "The Bachelor Party," "The Great Caruso," "Man of 1,000 Faces," "Helen of Troy," and "The Eddy Duchin Story."

Originally the group planned to conclude their talks here today or tomorrow. Unofficial reports were that the American companies were looking for bids of $50,000 and up, whereas the Soviet representatives were mentioning prices in the neighborhood of $35,000 per picture.

Reception Held

A small cocktail reception was held here yesterday for Russian representatives, A. N. Davydov, head of Sovexportfilm, and Tamara Mamedov, cultural attache of the Russian Embassy in Washington, with Griffith Johnson, vice-president of Motion Picture Export Association, as host.

The Russian representatives on Monday will resume so-called plenary sessions with Eric Johnston and Turner Shelton on broader aspects of the U.S.-Soviet cultural exchange agreement with respect to films.

MPA Deferment Aids B-B's Program Fund

(*Continued from page* 1)

exhibitor contributions received would be applied to exhibition's share of the Oscar telecast costs, Montague said.

Exhibitor contributions are now being received. Samuel Rosen, executive vice-president of Stanley Warner and the Fabian organizations, said their companies have been directed to compute their dues and send in checks.

Harry Brandt, president of the ITOA, presented a check for himself and several ITOA members and said more will be forthcoming shortly. Emanuel Frisch, for the MMPTA, promised to do the same.

Rosen Represents Stellings

Rosen, also speaking for Ernest Stellings, Theatre Owners of America president, who was unable to attend yesterday's meeting, said he urged his fellow exhibitors everywhere to contribute their one-half of one per cent of their 1957 film rentals to the campaign fund and to encourage other exhibitors to do the same.

After some discussion it was decided to set up an organization in all the exchange areas to stimulate collections from exhibitors. These collections will amount to one-half of one per cent of the 1957 film rentals. The committees will not have distributor representatives, because members of exchange staffs are already helping in the collection of COMPO dues. It was made plain that funds for the business-building campaign will be entirely separate from the normal expenses of COMPO and will be kept that way.

Pinanski Welcomes Allied

Early in the meeting Allied States Association was welcomed back as a COMPO member by Samuel Pinanski, member of the governing board, better known as the triumvirate. Ben Marcus, president of the Allied Wisconsin unit, attended as an Allied representative and was elected to the triumvirate.

This had been agreed to in advance. Robert W. Coyne, who has been a triumvirate member during the period Allied was not connected with the organization, withdrew and was replaced by Marcus. Coyne continues as special counsel.

New three-year employment contracts for Coyne and Charles E. McCarthy, director of information, were approved. Leo Brecher said he thought the contracts should be re-examined, but no action was taken on that proposal.

Harmony prevailed throughout the session, which adjourned early in the afternoon.

Officers were elected or reelected as follows: Triumvirate—Sam Pinanski, TOA; A. Montague, MPAA, and Ben Marcus, Allied; alternates—for Pinanski, Al Pickus; for Montague—Alec Harrison; for Marcus—Iving Dollinger; treasurer — Herman Robbins (re-elected); executive committee—Walter Reade, Jr., Myron Blank, Morton Thalhimer, E. V. Martin, Robert B. Wilby, Elmer C. Rhoden, S. H. Fabian, Harry Brandt, Solomon Strausberg, Robert J. O'Donnell, Ellis Arnall and Jay Emanuel, Horace Adams, Julius M. Gordon, Ben Marcus, Irving Dollinger, Milton London, Marshall Fine, Roy Kalver, Jack Whittle and Edward Lider.

'E & P' to Be Continued

There was some discussion as to the advisability of continuing the Editor and Publisher series of ads. Harry Goldberg praised them warmly and it was decided to continue them.

Marcus proposed that two committees be named to review the COMPO structure, one to be a legal group to go over the by-laws and simplify them; the other to survey the administration. No vote was taken.

Walter Reade, Jr., reported for a committee on research named last year. He proposed that a systematic effort be made to collect industry statistics to include production costs, distribution, a census of theatres including seating capacity, admissions charged, number of employes and other related matters. He estimated that the first year this would cost from $20,000 to $50,000 and that it should be broadened later. He suggested the money could be obtained by dropping the Editor and Publisher ads and using a $40,000 fund now in escrow as a result of distribution of wartime industry shorts. The statistics would be made available to the trade press, he said. This matter was left pending.

Attendance Is Large

Those present were: Ben Marcus, A. Montague, Sam Pinanski, Robert W. Coyne, Charles E. McCarthy, Harold Saxe, Stanley Prennosil, Harry Brandt, Leo Brecher, Maurice Bergman, Jules Chapman, Irving Dollinger, Russell V. Downing, Jay Emanuel, Marshall Fine, Emanuel Frisch, Al Florsheimer, Harry Goldberg, James Gould, Sherwin Kane, Herman Levy, Milton London, Robert Mochrie, Michael Mayer, Arthur L. Mayer, F. J. A. McCarthy, Pat McGee, Albert Pickus, John Phillips, Robert J. Rubin, Sol Schwartz, Sam Rosen, Walter Reade, Jr., Sol Strausberg, Mort Sunshine, Sidney Schreiber, Morton Thalhimer, Jack Whittle, Robert Wile, James Velde, Si Seadler, Gene Arneel, Al Steen and Martin Quigley, Jr.

COMPO to Launch

(*Continued from page* 1)

widespread discussion of a general tax reduction now in progress in Washington might make a campaign by the film industry unnecessary. Others pointed out that the successes in the two previous campaigns were secured when no other industries were pressing for removal of the excise taxes. This time all will be doing it, it was pointed out.

It was agreed that it was important to have representatives in Washington to make sure exhibition is not overlooked.

THE BIG ONES...

are in LIFE

ADVERTISED IN LIFE

THE BIG ONE IN MOVIE SELLING

Charge ASCAP Seeks To Kill Competition

From THE DAILY Bureau

WASHINGTON, Apr. 15.–Legislation to require broadcast licensees to get rid of record and music publishing subsidiaries is being pushed by ASCAP in a desire to eliminate competition in the field of music licensing, a Senate Subcommittee was told today.

The charge came from Sydney M. Kaye, chairman of the board of Broadcast Music, Inc. He led off a group of opposition witnesses to the bill, backed chiefly by ASCAP. Proponents of the bill testified before the Easter recess of Congress. Additional opponents will be heard later this week, with some film companies expected to testify or file statements in opposition some time in May.

Points to High Salaries

BMI, Kaye insisted, has created competition in the field of music licensing, with "more people being paid more money for more music than ever before." He said the testimony of the main backers of the bill "makes it clear that they still thirst for the monopoly they once enjoyed, and that their sole purpose is to eliminate competition in the field of music licensing."

ASCAP music still dominates the airwaves and almost completely controls motion picture and stage production, Kaye testified. He said there was no evidence that ASCAP music was discriminated against by networks, radio stations or record companies connected with broadcasting companies. In any event, Kaye insisted, broadcast firms have no incentive to discriminate because their basic purpose is to attract and retain audiences, and they must use the music most likely to do this.

Cites Industry Link to Music

Kaye said it has always been customary for people in the entertainment field to have interests in music enterprises, and pointed out that the largest publishers in ASCAP and several major record firms are controlled by motion picture producers.

NTA Opens Offices in Paris, Rome, Brussels

National Telefilm Associates has established three new overseas offices, Oliver A. Unger, NTA president, announced yesterday. The new offices will be located in Paris, Rome and Brussels, and will handle every phase of the film business in their respective areas.

Leo Lax, president of Leo Lax Films, has been placed in charge of operations for the three new offices.

The new offices will supply filmed programming for the expanding television industry on the Continent, supervise the release of motion pictures for theatrical exhibition and handle production and co-production activities involving NTA.

Emmy Awards for 1957

◆

Best Single Program

"THE COMEDIAN"— PLAYHOUSE 90

Best Dramatic Series

"GUNSMOKE"

Best Performances

***Actor, Single Performance*—Peter Ustinov, in "The Life of Samuel Johnson," on "Omnibus"**

***Actress, Single Performance*—Polly Bergen in "The Helen Morgan Story" on "Playhouse 90"**

***Supporting Actor*—Carl Reiner, on The Sid Caesar Show**

***Supporting Actress*—Ann B. Davis, on the Bob Cummings Show**

***Continuing Performance by Actor*—Robert Young, in "Father Knows Best"**

***Continuing Performance by Actress*—Jane Wyatt, in "Father Knows Best"**

***Continuing Performance by Actor who Essentially Plays Himself*—Jack Benny—"Jack Benny Show"**

***Continuing Performance by Actress who Essentially Plays Herself*—Dinah Shore—"Dinah Shore Chevy Show"**

Best Dramatic Anthology Series

"PLAYHOUSE 90"

Best Comedy Series

"PHIL SILVERS SHOW"

Best Musical, Variety, Quiz or Audience Participation Series

"DINAH SHORE — CHEVY SHOW"

Best Public Service Program or Series

"OMNIBUS"

Best News Commentary

EDWARD R. MURROW — "SEE IT NOW"

The first Trustees Special Award of the Academy of Television Arts and Sciences was presented to Jack Benny.

'Emmy' Prize

(*Continued from page* 1)

inevitably focussed on the winne themselves, producer William Kayd put together a show that made hap use of the fact that this was the 10 anniversary of the Academy present tions. Interspersed throughout t show were a raft of film clips, so more significant than others, of t television highlights of the 1948-19 time span. Obviously no other ent tainment medium has had such wealth of nostalgia to draw up after only 10 years.

The Past Was Lampooned

The show, which originated fr NBC's big eighth floor studio at Ra City in New York and from the Coc nut Grove in Hollywood, also p somewhat more facetious attention its past.

A specialty number was a paro of "Love and Marriage," served highlight four personalities who ca to the fore in the 1957 season, Corey, Louis Nye, Shirley Mac La and James Garner. Ed Sullivan ope the proceedings by commenting television's well-publicized impact a communications tool and at t closing Eric Sevareid got in so words on the medium's future resp sibilities.

Conducted by Silvers and Thoma

In between these two, masters-ceremonies Phil Silvers in New Y and Danny Thomas on the coast k the stars, the songs, the dances a the thank-yous moving along at brisk pace.

L. A. Okays Withdraw Of Pay-TV Applicatio

From THE DAILY Bureau

HOLLYWOOD, Apr. 15–The fi legal action by the Los Angeles C Council permitting Skiatron, Inc., a International Telemeter-Fox W Coast Theatres to withdraw their plications for pay-television franchi was taken today when the coun voted 10-to-one in favor of the or nance approving this step.

The pay-television concerns h been granted franchises to wire L Angeles for closed-circuit televisi The Citizens Committee Against P Television, headed by Julius Tuchl successfully conducted a campaign taining more than 57,000 signatu to petitions demanding pay-televisi be put on the ballot in the June election, to record the public's wis in the matter.

Affirmative Vote on March 5

Following this, Telemeter and Ski tron wrote letters to the council a ing permission withdraw their fr chises, thus keeping the issue off t ballot. The council on March 5 vot 10-to-five on a motion to grant t withdrawals. The vote today was an ordinance giving that motion t force of law.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 83, NO. 75 NEW YORK, U.S.A., THURSDAY, APRIL 17, 1958 TEN CENTS

DITORIAL

The U. A. Report

MPA's Contribution

By *Sherwin Kane*

T DIDN'T make Page 1 of the N. Y. Times and it's not likely to be the suhject of a bulletin suplement to the recent Hollywood Film ouncil industry survey, but the nited Artists 1957 report and outlook or 1958-'59 is no less significant for l that.

Actually, it seems, if you want to ake Page 1 of the Times, or be uoted at length on network TV and dio, the proper procedure is not tell a U. A. story of progress and ccomplishment, of confidence and lanning, but, rather, to hire a poller or statistician who can manipulate ray bits of information known to veryone in the industry for months, not years, into a conclusion or rognostication that your business and our industry are gasping their last.

•

Nevertheless, the trade recognizes he United Artists story of a seventh onsecutive year of progress and profit nder the company's present managenent for what it is. That would be efutation of the overplayed, downeat stories of a dying industry based lmost exclusively on data open to rgument and conclusions even more nreliable.

The U. A. report for 1957, an adnittedly bad year for the industry, howed an all-time high profit for the ompany of $3,262,466, and an allime high gross in excess of $70,000,00. The outlook in U.A. is for more f the same. Said Arthur Krim, presdent, "We are a growth company n a growth industry."

That is the attitude that makes rofits and progress, if not Page 1.

• •

EXHIBITOR disapproval was rather widespread when the Motion Picture Association let it be known somewhat belatedly several months ago hat the $650,000 cost of the Academy Awards telecast would have to e included in the $2,300,000 all-industry business-building campaign. Therefore, the conciliatory action of the MPA at the COMPO meeting here this week in declaring that the costs of the Oscar telecast could come out

(*Continued on page* 2)

Briskin Heads Col. Studios

Samuel J. Briskin will be signed to a three-year contract with Columbia Pictures to take charge of its activities in Hollywood, the company announced here yesterday. He will begin work in his new office at the studio on Monday, and it is contemplated that he will be named vice-president in charge of West Coast activities for Columbia at the next meeting of the board of directors, the announcement stated.

Samuel Briskin

Briskin, who was the nominee of Lehman Brothers and Lazard Freres

(*Continued on page* 3)

Unveils 'Win a Million' Contest for Theatres

By FLOYD STONE

Seymour Burn yesterday succeeded in describing to circuit and theatre owners and managers who came curious, watched in many instances incredulous, and went away most of them puzzled, his "Win a Million" contest. He previously obtained newspaper publicity, informants say he tentatively approached major circuits and COMPO [which officially knows

(*Continued on page* 3)

UA Celebrates 39th Anniversary Today

United Artists marks its 39th anniversary in the business today. The company was founded on April 17, 1919, hy Mary Pickford, Charles Chaplin, Douglas Fairbanks, Sr., and D. W. Griffith.

Present management — Arthur B. Krim, Robert S. Benjamin, William J. Heineman, Max E. Youngstein, and Arnold M. Picker—assumed control on February 15, 1951. Under their direction revenues began to rise until earnings for 1957 reached an all-time high, President Krim reported earlier this week.

Earnings Up For Loew's

Loew's, Inc. reported yesterday that the company, including theatre and other subsidiaries, had earned $1,800,000 or 34 cents per share for the second quarter of the current fiscal year, reversing the trend of the two previous periods. Earnings for the

(*Continued on page* 2)

MGM Reports 'Progress' On Sol Siegel Talks

Discussions concerning Sol Siegel's signing as M-G-M production head were held here yesterday in conjunction with a meeting of the Loew's, Inc., board of directors, and progress toward an agreement was subsequent-

(*Continued on page* 2)

Urges 'Flow' of Films

Fox Will Make 100, if Needed, Says Skouras

Pledges Ample Supply; Adler Outlines Product

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 16 — Spyros P. Skouras, president of 20th Century-Fox, today declared the company will produce as many as 100 pictures annually if the market requires that many to maintain a prosperous condition. His statement was made at the close of the three-day meeting at the studio attended by the board of directors, company officers and production executives.

Spyros P. Skouras

Skouras said the industry will not be on a safe footing until there is a steady flow of important pictures, and expressed his conviction that the only successful way to overcome existing

(*Continued on page* 2)

Cinema Lodge Lunch At Hotel Astor Today

Some 300 members of Cinema Lodge and their guests, as well as industry representatives, are expected at the Hotel Astor at noon today for the Cinema Lodge, B'nai B'rith presidents' luncheon in honor of Robert K. Shapiro, managing director of the New York Paramount Theatre, retiring president, and Joseph B. Rosen of

(*Continued on page* 3)

Film Business Booming in New Zealand; Many New Theatres Now in Construction

By R. A. USMAR

WELLINGTON, New Zealand, Apr. 13 (By Air Mail)—Motion picture business is thriving in New Zealand with new records being set at theatres during the Easter Week holidays. Among the U.S. film attractions drawing capacity crowds currently are "Peyton Place," "The Bridge on the River Kwai," "My Man Godfrey," "The Little Hut," "Les Girls," "Jailhouse Rock," and "The Joker Is Wild."

A number of new theatres have been built in New Zealand lately, the most recent one being the Odeon in Auckland for Kerridge-Odeon. Several others are now under construction in suburb areas, and more have been announced as in the planning stage.

This activity has helped to raise the total number of theatres throughout the country, despite closings of a number of older theatres.

Television Today Page 6

PERSONAL MENTION

WILLIAM M. PIZOR, vice-president of Filmakers Releasing Organization, will leave here today for London via B.O.A.C.

•

LARRY MORRIS, vice-president and general manager of B. S. Moss Theatres, will leave here on Monday for England and the Continent.

•

JONAS ROSENFIELD, Jr., Columbia Pictures advertising-publicity executive, will return to New York today from Boston.

•

LELAND HAYWARD, producer, left here yesterday by plane for London, Copenhagen, Paris and Munich.

•

AL ROSENBERG, of the United Artists publicity staff, will be married here on April 26 to CAROL ANN TREUHAFT, former secretary to ROBERT SCHWARTZ, UA purchasing agent.

•

IRVING ASHER, head of production for TCF-TV, will leave Hollywood on Tuesday for New York.

Tour for 'Shadow'

Douglas Fairbanks, Jr., and Anne Baxter, producer and star, respectively, of "Chase a Crooked Shadow," will leave by plane next Tuesday for San Antonio on the first leg of a 10-city personal appearance tour in behalf of the release of the Warner Bros. film.

Martin Starr, well-known radio commentator, will act as emcee for the personalities who will make on-stage appearances in each city.

W. J. Norris, 66

DETROIT, Apr. 16—Funeral services were held here for Walter J. Norris, who died last week at the Bon Secours Hospital. Norris, 66, had been with the W. S. Butterfield Theatres for 28 years. He came to Detroit from Grand Rapids, where he was city manager, to supplant the late J. Oliver Brooks as advertising director.

Lose Memphis Suit

MEMPHIS, Apr. 16. — Two members of the Memphis Motion Picture Operators Union, E. O. Gardner and M. E. Lehr, have lost a chancery court fight against their union. They charged the union's seniority rule was unconstitutional and that the union was forcing them to give up their jobs to someone with more seniority.

'Fox Will Make 100, if Needed'

(*Continued from page 1*)

problems is to make sure that the source of supply which will encourage exhibitors to greater efforts in showmanship, and in maintaining the highest standards of service to patrons, is preserved.

Skouras pointed out that Fox is "wide open" to all picture creators, and invited independent producers to avail themselves of a studio climate offering high encouragement to young actors, producers, writers and directors, with ideas and talent for quality production.

Studio head Buddy Adler, addressing the first meeting of the governing board ever held on the Coast, enumerated forthcoming attractions expected to uphold the company's position in the industry. Specifically named were "Ten North Frederick," "Barbarian and Geisha," "Bravados," "Inn of the Sixth Happiness," "Certain Smile," "Hunters" and "From Hell to Texas."

Adler also named the following as notable new talent developed by the studio: Hope Lange, Diane Varsi, Don Murray, Pat Boone, Richard Egan, Robert Wagner, May Britt, Millie Perkins, Robert Evans, Barry Coe, Dolores Michaels and Suzy Parker, among others.

Attending the meetings were L. Sherman Adams, Kevin C. McCann, Gen. James A. Van Fleet, W. C. Michel, Otto Koegel, Donald A. Henderson, Charles Einfeld, Murray Silverstone, Alex Harrison, Norman B. Steinberg, John B. Codd and Sid Rogell.

The Eastern contingent began leaving tonight on their return to New York.

Earnings Up

(*Continued from page 1*)

first 28 weeks of the year are $509,000 or 10 cents per share.

In the first 12-week period, Loew's had a loss of $1,291,000 or 24 cents per share. Since new accounting methods were not applied until the end of the last fiscal year, no comparison of earnings for quarterly periods can be made, it was pointed out.

M-G-M Reports

(*Continued from page 1*)

ly reported by the officials of the company.

Loew's also announced the resignation from its board of directors of Samuel Briskin, who yesterday was signed to a three-year deal by Columbia for the top production post at its Hollywood studio. Briskin had been elected to the Loew's board last year by the Lehman Bros.-Lazard Freres, voting with insurgent stockholder Joseph Tomlinson.

Also, the appointment of William H. Harrison as controller of Loew's was approved by the board. Before joining Loew's, Harrison was an audit manager with Arthur Andersen & Co., international accountants and auditors here.

SAG Vote 5,398 to 80

HOLLYWOOD, Apr. 16. — The membership of the Screen Actors Guild approved the contract covering filmed television commercials by a vote of 5,398 to 80, it was disclosed here by SAG, which stated that it was the largest vote and the biggest majority in the history of the guild. Some New York announcers had campaigned against approval.

Election, Reports at MPA Meet Today

The reelection of directors of Motion Picture Association of America is expected at the annual membership meeting scheduled to be held here today. Directors will meet subsequently to reelect officers, headed by Eric Johnston, president.

In addition to presentation of the president's and treasurer's reports, the meeting is expected to be occupied with fiscal matters.

Para. Meeting Ends

A two-day Paramount Pictures Eastern sales meeting at the home office was concluded yesterday. Hugh Owen, vice-president of Paramount Film Distributing Corp., presided at the sessions, which were attended by the following: division managers Edmond C. DeBerry, Eastern; John G. Moore, mid-Eastern, and W. Gordon Bradley, Southeastern; Myron Sattler, New York branch manager, and Phil Isaacs, assistant Eastern sales manager.

'Golden Disc' to AA

HOLLYWOOD, Apr. 16 — Steve Broidy, president of Allied Artists, has announced that AA will handle Western Hemisphere distribution Westbury Productions' "Golden Disc," produced in England by W. G. Chalmers and directed by Don Sharpe.

'Arms' Gross $664,093

David O. Selznick's "A Farewell to Arms" grossed a "sensational" $664,093 for seven days in neighborhood theatres in the greater New York metropolitan area, 20th Century-Fox reported yesterday.

EDITORIAL

(*Continued from page 1*)

of the last, rather than the first, moneys received from exhibitor contributions to the campaign fund should do much to ease the sensibilities of those exhibitors whose feelings were ruffled originally.

Also, it should speed up exhibitor contributions to the business-building campaign now, for it means that the first moneys received from exhibition will be matched by new money from MPA, all of it earmarked for advertising designed to stimulate theatre attendance on all levels—an investment that helps the exhibitor to help himself.

Fill out your contribution pledge form now and mail it in to COMPO.

Wormser to Continental As President in May

Irving Wormser will assume the presidency of Continental Distributing Co. early in May, it was announced yesterday by Walter Reade, Jr., chairman of the board of Continental. Carl Peppercorn, vice-president in charge of sales, and Sheldon Gunsberg, vice-president in charge of advertising, who have been running the company since last August when Reade bought out Frank Kassler, will remain with the company in their present capacities, the announcement said. Wormser resigned this week as executive vice-president of DCA. Before joining that company he was a sales executive with Columbia for 25 years.

DAR Honors 2 Films

WASHINGTON, Apr. 16 — Walt Disney's "Johnny Tremaine" was named the best patriotic picture of the year by the Daughters of the American Revolution, now holding its annual convention here.

"Escapade in Japan," of Universal-International, was cited as the best children's picture.

Correction

Through an inadvertence it was stated in yesterday's MOTION PICTURE DAILY that Robert W. Coyne and Pat McGee would be co-chairmen of the COMPO tax campaign committee. The chairman will be Robert J. O'Donnell again this year, as in the past.

YOU GET 'EM FAST
YOU GET 'EM RIGHT
When You Get Your Special TRAILERS From Good Dependable FILMACK
NEW YORK 630 Ninth Avenue
CHICAGO 1327 So. Wabash

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Cinema Lodge

(*Continued from page* 1)

Universal Pictures, incoming president.

Lester Waldman, executive assistant to the national director of the Anti-Defamation League of B'nai B'rith, will be the principal speaker. Alfred W. Schwalberg, honorary president of Cinema Lodge, will install the newly-elected officers. Harry Brandt is chairman of this year's luncheon.

Top Executives to Attend

Among the industry leaders who have accepted invitations to sit on the dais are Leo Brecher, Max A. Cohen, Russell Downing, Emanuel Frisch, William German, Morey Goldstein, Irving Greenfield, William Heineman, Sidney Markley, Charles B. Moss, ohn J. O'Connor, Eugene Picker, Samuel Rinzler, Herman Robbins, Samuel Rosen, Abe Schneider, Fred . Schwartz, Leslie R. Schwartz, Sol A. Schwartz, Solomon Siegel, Spyros . Skouras and Solomon Strausberg. Special guests include Buddy Hackett and Barney Ross.

Officers to Be Installed

Officers to be installed include vice-presidents Irving Brown, Maurice B. Leschin, Milton Livingston, Joseph Margolies, David Picker, Norman Robbins, Sol Rissner, Nat Rudich and Jack Weissman; treasurer, Jack Hoffberg; secretary, Abe Dickstein, and trustees, Max Blackman, Sidney Burdich, Julius Collins, Harold Danson, Leo Jaffe, Joseph Maharam and Hon. Arthur H. Schwartz. As the retiring president, Shapiro will be installed as chaplain.

Rabbi Bernard Birstein of the Actors Temple will deliver the invocation.

'Win a Million'

(*Continued from page* 1)

nothing], and he said personally he had his idea four years ago and now on his own has been perfecting it four months. He wrote industry men and wired news editors, and 150 came to the Astor north ballroom and for four and a half hours listened to him and watched his show.

'Flexible Percentage'

He is asking exhibitors to assign a flexible percentage of eight weeks' receipts to pay for eight 20 minute shorts he will make. This way, he will raise $3,000,000, offer $1,000,000 as the prime prize, finance national and local advertising, and incidentally make the shorts. Patrons to win the million must describe the shorts "in 25 words or less." He predicted people will come to theatres to win such money; even, he added, his audience of wise showmen. He said this is not a lottery, and in no place illegal.

He said to reporters he is in promotion, and he would disclose his background later; and to his audience, that he had aided M-G-M in promoting; "Quo Vadis," for instance, bringing in $500,000 worth of free advertising. Other sources said his background is in textiles, bringing together "factors."

His "show," under spotlight, and introduced by Alan Miller, described as actor, director, teacher, comprised the talent he would use.

Applauded 'Thoughtfully'

They were very young, ballet dancers, a guitarist, two singers, actors "improvising" in approximate and free form situations, and the industry men applauded them thoughtfully.

Burn's company is Scarsdale Motion Picture Corporation, its office is 108 East 38th Street, and he said it could produce "in plenty of places" but refused to name any. Robert Stelzer of Specialized Marketing introduced him and handled and distributed work sheets of Burn's contest Burn said Reuben H. Donnelly, well known in judging mail order promotions, would judge this one, and its willingness was a criterion of reliability. He added he would put into a trust fund the appropriate percentage of rentals received and also adjust with exhibitors any "overage," his phrase.

Many Circuit Men There

The men to whom he talked were from Century, Randforce, Rugoff and Becker, Paramount, RKO, Interboro, Allied, COMPO, Donahue and Coe, Brecher, Schine, Joelson, United Artists Theatres, other circuits and organizations.

One of them commented he came because possibly all the good ideas weren't in the industry, but indicated he didn't think that likely.

REVIEW:

Too Much, Too Soon

Warner Bros.

The memoirs of Diana Barrymore, published last year under the title of "Too Much, Too Soon," told a poor-little-rich-girl story that was a "natural" for the screen. In a frank and revealing fashion Miss Barrymore described in detail how, despite enjoyment of all the advantages of wealth and position in her early years, she thereafter failed in everything important in life. She couldn't form a good relationship with her famous father, John Barrymore, or help him in his fight against alcohol because she was too possessive in her love. She tried to become an actress, following in the footsteps of her illustrious relatives, without success. Three marriages ended dismally for her. It was enough to drive a girl to drink—and it did.

Miss Barrymore's book had a certain vogue with the public; it was written in the racy, "true confessions" style of the tabloids. Some of the details were lurid and spicy indeed.

The picture which Henry Blanke has produced from the autobiography should do even better in its field than the book did in its. In addition to the widely-publicized title and the "true-life" appeal of the story, exhibitors have the names of Dorothy Malone and Errol Flynn to exploit. Miss Malone portrays the heroine, and Flynn is cast as her father.

In many respects the picture is an improvement over the book. Art and Jo Napoleon, who wrote the screenplay with the former also directing, have done an admirable job of condensation, selecting the major events in Miss Barrymore's life and relating them in some strong dramatic scenes. They have also done an expert task in expurgation; the heroine's sexual looseness is candidly portrayed but without offense. And they have shown the ugliness of her alcoholic bouts without flinching. Further, by telling the story objectively—as compared to the "first-person" technique of the book—the picture avoids the strong sense of self-pity in which the other was drenched.

Some people in the audience, however, may feel that the makers of this film have gone too far in the direction of "objectivity." In seeking to eschew slushy sentimentality, they have almost missed out in providing genuine sentiment. A little more honest tugging at the heart strings here and there would have produced a stronger audience emotional response. Except for an affecting scene at the end, in which the down-and-out heroine suddenly encounters an old friend, it is hard to care very much about the people in this film.

Some of the fault lies in the acting. Flynn tries hard, but he lacks the flamboyance associated with the legendary John. Miss Malone, once she gets over the hurdle of having to portray a teenager in the early scenes, gives an earnest and competent performance as the heroine. Neva Patterson is excellent as the divorced wife of John and Diana's mother, making the lady appropriately icy and distant. The roles of the heroine's three husbands are adequately filled by Efrem Zimbalist, Jr., Ray Danton, and Edward Kemmer.

Running time, 121 minutes. Adult classification. Release, in May.

Richard Gertner

Briskin Heads

(*Continued from page* 1)

to the board of directors of Loew's, Inc., will resign that post immediately, it was pointed out.

Briskin was selected for the Columbia post by the special committee named for that purpose in February after the death of Harry Cohn. The committee was headed by A. Montague, executive vice-president, and included vice-president Ralph Cohn, Alfred Hart, Donald M. Stralem, Leo Jaffe and president A. Schneider.

On April 4 the committee confirmed reports that it had been discussing the post with Briskin but said then that the conferences had been inconclusive. Then Briskin returned here from the Coast last weekend for further talks.

Started with the Cohns

In rejoining Columbia, Briskin is returning to the company through which he entered the motion picture industry. He worked with founders Harry and Jack Cohn in the old C.B.C. Film Sales Co. for five years before it was incorporated as Columbia Pictures in 1924.

That same year he left to become vice-president and half owner of Banner Films. After the death of his associate, he dissolved the company and returned to Columbia in December, 1926, and remained as vice-president and general manager of the studio until September, 1935.

He resigned then to take charge of production at RKO Studios and held that position through 1936 and 1937. He returned to Columbia in June, 1938, as executive in charge of production and remained at that post until September, 1942, when he took a leave of absence and joined the U. S. Army Signal Corps.

Founded Liberty Films

In August of 1945, he formed Liberty Films Inc., and was vice-president and one of four principal stockholders. When Liberty was acquired by Paramount Pictures in October of 1947, he remained as vice-president of Liberty and principal executive until he was loaned by Liberty to Paramount. In July, 1950, he became assistant to studio head Y. Frank Freeman as executive in charge of production. In March, 1951, he asked to be relieved of these duties. In 1954 he returned to production activity at Paramount. His films there included "Strategic Air Command" and "The Joker Is Wild."

'Goddess' Has Bow

BOSTON, Apr. 16.—More than $30,000 will be turned over to the Governor Foster Furcolo Scholarship Foundation tonight from the world premiere performance of Columbia's "The Goddess" at the Beacon Hill Theatre here. The premiere climaxed a month of intensive exploitation and promotion under the leadership of Ben Sack, owner of the Beacon Hill and three other first run theatres in this area.

'LIONS' SOARS!

Record-setting openings coast-to-coast! One of the top attractions in industry history!

THE YOUNG LIONS starring MARLON BRANDO · MONTGOMERY CLIFT · DEAN MARTIN
also starring HOPE LANGE · BARBARA RUSH · MAY BRITT
Produced by Al Lichtman · Directed by Edward Dmytryk · Screenplay by Edward Anhalt
Based on the novel by Irwin Shaw
CINEMASCOPE

20th has the

BIG

POWERHOUSE 'PEYTON'!

Still at the peak of its phenomenal staying-power! Call 20th today, set your date now!

Jerry Wald's production of PEYTON PLACE starring LANA TURNER · HOPE LANGE · LEE PHILIPS
LLOYD NOLAN · DIANE VARSI · ARTHUR KENNEDY · RUSS TAMBLYN · TERRY MOORE
featuring DAVID NELSON · BARRY COE · BETTY FIELD · MILDRED DUNNOCK · LEON AMES
Directed by Mark Robson · Screenplay by John Michael Hayes
COLOR by DE LUXE CINEMASCOPE

4

'SUMMER' HOT!

Lighting a box-office blaze! Rave reviews everywhere! Off to surefire start! Will run all Summer long!

Jerry Wald's production of William Faulkner's THE LONG, HOT SUMMER
starring PAUL NEWMAN · JOANNE WOODWARD · ANTHONY FRANCIOSA
ORSON WELLES · LEE REMICK · ANGELA LANSBURY · Directed by Martin Ritt
Screenplay by Irving Ravetch and Harriet Frank, Jr.
COLOR by DE LUXE CINEMASCOPE

n the industry today!

LL HAIL 'FAREWELL'!

lighty 'Arms' is one of 20th's all-time greats! ow available for the first time to all showmen!

David O. Selznick's production of Ernest Hemingway's A FAREWELL TO ARMS
starring ROCK HUDSON · JENNIFER JONES · VITTORIO DE SICA
Directed by Charles Vidor · Screenplay by Ben Hecht
COLOR by DE LUXE CINEMASCOPE

Television Today

One Man's TViews

By Pinky Herman

THE warped mind of a crank prompted a male voice to call CBS Tuesday morning to warn that "a bomb had been placed in 485 Madison Ave. and set to go off later." Police and firemen, after a complete search failed to turn up the explosive, declared the building to be safe. Meanwhile the strike is still on and veepees, execs and management personnel have been doing a whale of a job in maintaining the skedded programs, etc. . . . Scripter Lew Lipton has just sent to George Raft the first four of a new TV series titled, "Johnny, The Edge," in which Raft will star as a gentleman gambler. To us it reads like a natural. . . . Warren "Skip" Littlefield, dynamic adv. and promotion manager for the Seaside Company of California, lost his mother, Pearl Matthis Montgomery Littlefield, last week. The grand old lady, whose father was one of the state's pioneers after serving with the Union Army in the Civil War, was a member of the Calif. State Board of Censors for Motion Pictures when it was formed in 1921. . . . Washington deejay Felix Grant of WMAL tells of the cannibal who went to see his psychiatrist—seems he was fed up with people. . . . Todd Russell's Pyramid kidisk of the very cute number "Don't Fwow Wocks at a Wabbit" should earn lots of woyalties for composer Elmo Russ. Elmo should back this with Milton Berle's "I Wuv A Wabbit" ditty for next Easter season. . . . John Russell and Peter Brown have been signed by Warners to co-star in another "western TV series," "Laramie," now rolling under supervision of Jules Schermer.

☆ ☆ ☆

When Mel Allen comes to town can Spring (The Yankees) be far behind? (music, "Take Me Out To the Ballgame" in background-and foreground) Your chronicler at the Stadium tomorrow. . . . James Fonda, after 10 years at CBS will join Screen Gems next week as producer. . . . N. Y. Giants and former U.S.C. All America Football star Frank Gifford starts his new 7-year contract with Warner Bros. as co-star with Dallas Mitchell of a new hour-long TV series, "Public Enemy," to be produced by Harry Tatelman. Cast includes Richard Carlyle, Virginia Gregg and Dolores Donlon. . . . Prexy Frank Zucker and Gene Levy, promotion chief at Camera Equipment entrains for Hollywood tomorrow to major domo the firm's exhibition booth at the S.M.P.T.E. convention there next week. . . . Pert, pretty and personable Marilyn Green, back from Florida's Cypress Gardens where she appeared in four telefilm commershills. . . . Abram Chasins, musical director of WQXR (N.Y.) is the author of a most interesting tome, "Speaking of Pianists," just published by Alfred A. Knopf. . . . "Big Payoff" producer Walt Framer leaves for Europe today to arrange special showing of the program at the Brussels World Fair. . . . Frances Langford and hubby Ralph Evinrude in Gotham at the Sheraton East Hotel. . . . "CBStudio One" April 28 is "Edge of Truth," with Paul Douglas, Glenda Farrell, Dolores Sutton and Scott Forbes in the Norman Felton seg. . . .

NTA 6-Month Business Rises to $8,528,651

Total contracts written by National Telefilm Associates, Inc., for the six months ended January 31, 1958, the first half of its current fiscal year, totaled $8,528,651, an increase of 18 per cent over the $7,178,392 for the corresponding 1957 period, Oliver A. Unger, president, announced yesterday.

Film rentals (gross income) for the six-month period totaled $7,962,992, compared with $4,511,670 in the same period a year ago. Income before amortization and Federal income taxes more than doubled, totaling $5,588,639 for the six months ended January 31, 1958, against $2,711,438 in the corresponding period of the previous year.

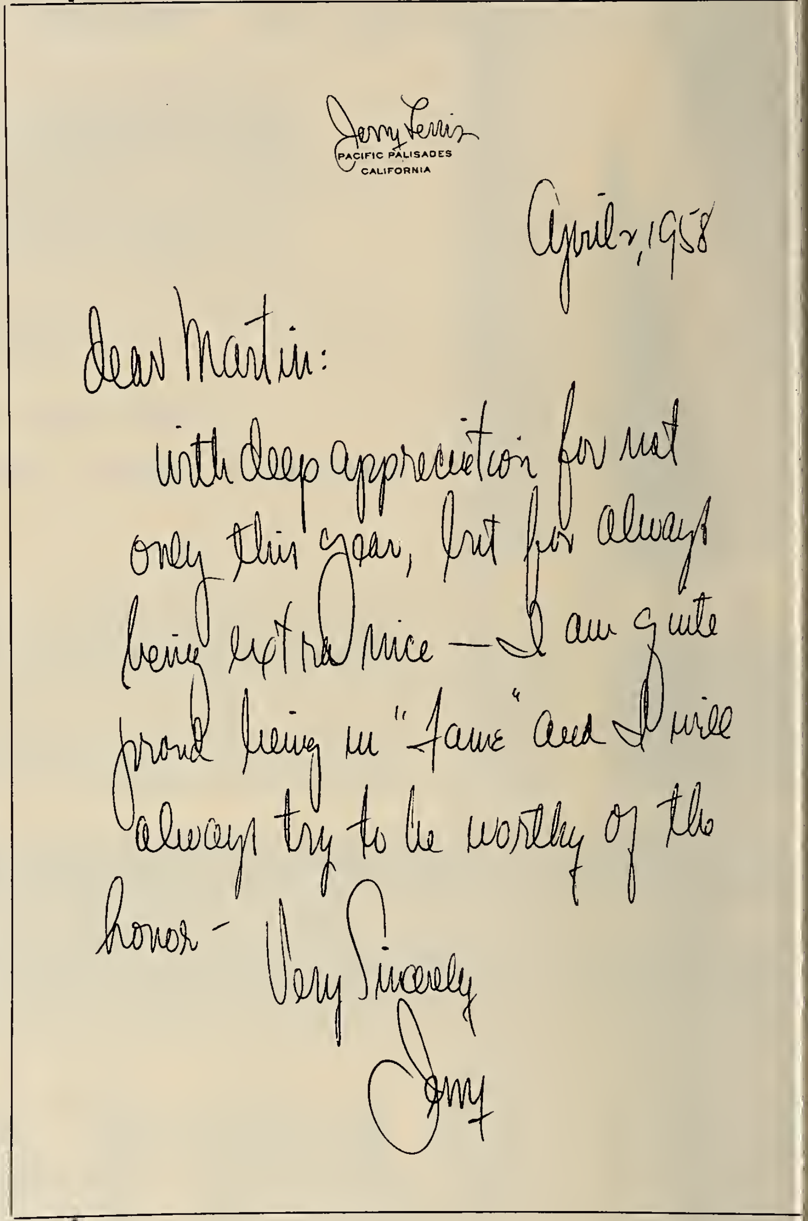
Malco Granted Third UHF-TV License in O.C.

From THE DAILY Bureau

WASHINGTON, Apr. 16. – The Federal Communications Commission has granted Malco Theatres a construction permit for a UHF television station in Oklahoma City.

Malco already has permits for Memphis and Utica, N. Y., and has applications pending for Kansas City, Davenport, Ia., and Columbus, Ohio. It plans to include a small-scale film operation in its programming.

A LETTER TO THE
PUBLISHER OF FAME



Jerry Lewis
PACIFIC PALISADES
CALIFORNIA

April 2, 1958

Dear Martin:

With deep appreciation for not only this year, but for always being extra nice — I am quite proud being in "Fame" and I will always try to be worthy of the honor — Very Sincerely

Jerry

FAME

Annual Audit of Personalities of Motion Pictures and Television featuring monthly and annual Box Office Champions and Top Ten Money-Making Stars plus Champions of Television

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 76 NEW YORK, U.S.A., FRIDAY, APRIL 18, 1958 TEN CENTS

FCC Request

Ask Networks Give Data on Toll-TV Time

Replies to 'Unfair' Claim Are Due Within 20 Days

By J. A. OTTEN

WASHINGTON, Apr. 17 — The Federal Communications Commission has asked the three major TV networks and some affiliated stations to answer complaints that they unfairly used broadcast time to campaign against toll television.

Answers are due in 20 days. The FCC request was made in letters to the American Broadcasting Co. Columbia Broadcasting System, Inc., and National Broadcasting Co., as well as to "certain network affiliated TV stations" not identified by the FCC.

Reports that the FCC was investigating complaints in this area were carried by MOTION PICTURE DAILY some days ago. The 20 day deadline means there'll be no FCC action now for a month or more.

Skiatron Electronics, Zenith Radio,

(*Continued on page* 2)

New 'Loop' Films Set For Brussels Fair

Loop films, a new kind of 16mm. silent color picture in ultra-short length, have been designed for showing in the U.S. Pavilion at the Brussels Fair. Press screenings were held here yesterday by their producers, Trident Films and Affiliated Film Producers.

The loop films are designed for

(*Continued on page* 3)

Amend Complaint in NTA Suit Against UA

National Telefilm Associates was yesterday granted the right in New York Supreme Court to file an amended and supplemental complaint in its suit against United Artists Corp., Gotham Television Film Corp., Associated Artists Productions, the Chemical Corn Exchange Bank,

(*Continued on page* 3)

MPA Elects Directors, Officers; Title Bureau on Self-Sustaining Basis

The board of directors of the Motion Picture Association of America yesterday unanimously reelected all incumbent officers. Re-elected were Eric Johnston, president; Ralph Hetzel, Kenneth Clark, G. Griffith Johnson and Geoffrey Shurlock, vice-presidents; Sidney Schreiber, secretary; Stanley R. Weber, treasurer; Thomas J. McNamara, assistant treasurer; and James S. Howie, assistant secretary-treasurer.

At the annual meeting of the members of the Association which preceded the board meeting, the following directors were elected. These are: Eric Johnston; Barney Balaban, president, and George Weltner, world-wide sales manager, Paramount

(*Continued on page* 2)

Lazarus Extending Scope Of Columbia Functions

Paul Lazarus, Jr.

Paul N. Lazarus, Jr., vice-president in charge of advertising, publicity, and exploitation for Columbia Pictures, will extend the scope of his activities and absorb a number of additional major management functions, Abe Schneider, president, announced here yesterday. Schneider described the move as a further step in reorganization of the company's top management.

With Lazarus moving to the ex-

(*Continued on page* 2)

Cinema Lodge Installs New Officers at Lunch

By FLOYD STONE

Cinema Lodge installed its new officers yesterday at the Astor in ceremonies which luncheon chairman Harry Brandt promised would be brief and were, praised retiring president Bob Shapiro and gave him

(*Continued on page* 3)

Coast Press Shown 'Subliminal' Reels

From THE DAILY Bureau

HOLLYWOOD, Apr. 17 — Subliminal perception was given its first press demonstration here this morning at the Beverly Canon Theatre. Two reels of film, taken from "My World Dies Screaming," the first feature produced by William Ed-

(*Continued on page* 2)

Benjamin to Speak at UJA Fete for Balaban

Robert S. Benjamin, chairman of the board of United Artists, will be guest speaker at the annual motion picture and amusement industry luncheon for the United Jewish Appeal of Greater New York, Irving H.

(*Continued on page* 3)

Sees Foreign Films Continuing To Make Progress in U.S. Market

Special to THE DAILY

CLEVELAND, Apr. 17—More progress will be made by foreign films in the American market in the next five years than was made in the past 20 years, good as that was, according to Arthur L. Mayer. The film importer, producer and author warned, however, in an address before the Federation of Motion Picture Councils convention at the Carter Hotel here last night, that art houses will not long retain their present hard-earned popularity if they specialize in morbid or salacious fare.

There has been a slow but steady increase in the number of people who attend foreign films, Mayer declared. "Twenty years ago," he said, "there were less than 50 so-called art theatres in the U.S. Today there are approximately 800—a small percentage of the total number of houses

(*Continued on page* 2)

Hearings Monday

Senate Group Acts on TOA Loan Request

Asks SBA Revise Rules To Include Drive-Ins

The Senate Select Committee on Small Business has requested that the Small Business Administration revise its regulations to make drive-in theatres eligible for government loans, Philip F. Harling, chairman of the SBA committee of Theatre Owners of America, said here yesterday.

Harling reported receipt of a letter from Wiley S. Messick, counsel for the SSC, advising of the committee action and also stating that Senate committee hearings will start next Monday on Senate Bill 2160. The latter is expected to increase greatly the possibilities of all types of theatres to secure long-term mortgage loans.

Harling wrote the Senate committee on March 21 asking that existing SBA loan restrictions be revised to make drive-ins, now excluded, eligible for loans. Harling also urged that general loan requirements be eased so more theatres could secure

(*Continued on page* 3)

To Forego Meet on Orderly Distribution

Plans to hold a meeting of 50 or more representative exhibitors from all parts of the country with top executives of production-distribution companies in New York during June to report on results of orderly distribution of quality features and to plan for the remainder of the year have had to be cancelled, Edward L.

(*Continued on page* 3)

Reciprocity Slows Russian Deal for Films

Russian expectations of reciprocal deals for distribution of their films in the U. S., in return for Russian acquisition of Hollywood films, is understood to be slowing consummation of negotiations here for 14 films in

(*Continued on page* 2)

PERSONAL MENTION

RICHARD F. WALSH, president of the IATSE, will leave here today for London via B.O.A.C.

•

MORI KRUSHEN, United Artists exploitation manager, has returned to New York from Boston.

•

JESSE KAYE, vice-president of M-G-M Records in charge of West Coast operations, has returned to the studios from New York.

•

BERNARD M. KAMBER, Hecht-Hill-Lancaster director of advertising-publicity, will return to New York today from Hollywood.

•

HOWARD SCHREIBER, son of the M-G-M-TV operations director, will be Bar Mitzvahed tomorrow at the Jewish Center of East Meadow, L. I.

•

JACK H. LEVIN, president of Certified Reports, left here yesterday for Europe.

•

BERNIE SHAPIRO, co-owner of the Southern Poster and Printing Co., Atlanta, will leave Philadelphia by plane tomorrow for London.

•

SPYROS P. SKOURAS, 20th Century-Fox president, will return to New York from Hollywood this weekend. **MURRAY SILVERSTONE**, president of 20th-Fox International, is expected back today.

Coast Press Shown

(*Continued from page 1*)

wards, were used to compare subliminal with supraliminal, the latter giving the viewer an opportunity to witness symbols used to increase the degree of audience response to particular scenes.

Symbols representing evil and love, and words such as "blood" and "death" were employed.

This reporter experienced no emotional impact, due to his determination to catch glimpses of the symbols during the subliminal presentation. Others told Edwards they were able to detect two of the symbols.

Edwards said a prologue is being prepared to introduce "Psychorama by Precon," another term for the technical development.

It is expected the system may eventually find its greatest outlet in the advertising field, and also for use in mental therapy.

No release has been announced for the film. S. B.

Says Foreign Films Still Gain

(*Continued from page 1*)

but nonetheless an increase which, like the increase in the use of small foreign automobiles, constitutes a significant signpost of a changing trend in public taste. In 1948, 93 pictures were imported while in 1957, 532 came from foreign countries," he said.

A discussion by a panel of four theatre managers on the problems of bad juvenile behavior in theatres, and a speech advocating drum beating for good pictures rather than criticism of bad ones, were the highlights Wednesday, the opening of the fourth annual convention of the Federation.

MPA Official Heard

Margaret G. Twyman, assistant director of the educational and community services department of the Motion Picture Association of America in an address delivered at today's session, predicted an upsurge in theatre business, saying:

"There are dozens of outstanding films available today for the motion picture patron, and future releases promise a continuing flow of 'block busters', as the trade refers to the better product in the industry."

Mrs. Dean Gray Edwards, president of the Federation, emphasized that the Council's reviewers are evaluators of public opinion, not censors.

Stanley McIntosh, director of the education and community services bureau of the MPAA, explained the plan and purpose of the industry business building program at the convention luncheon in the Carter Hotel.

The theatre managers' panel, moderated by Mrs. Ethel Brewer, agreed that juvenile deportment on weekends improved with a uniformed officer in attendance and when proper dress is required.

Urges Praise for Good Films

At the convention dinner Mrs. Thelma West Sykes, chairman of the National Screen Council, urged that emphasis be placed on the praising of good pictures. She also stressed the importance of an "awareness of changing moral attitudes" and suggested that "good taste be the guide for suitability."

MPAA Elects

(*Continued from page 1*)

Pictures; Steve Broidy, president, and Edward Morey, vice-president, Allied Artists; Abe Schneider, president, and Abe Montague, vice-president, Columbia Pictures; Cecil B. DeMille, director-producer; Daniel T. O'Shea, president, and Paul J. Quinn, RKO Radio Pictures; and Earle W. Hammons, president, Educational Films.

Also, Arthur B. Krim, president, and Robert S. Benjamin, chairman of the board, United Artists; Milton R. Rackmil, president, and John J. O'Connor, vice-president, Universal Pictures; Hal E. Roach, president, Hal Roach Studios; Herman Robbins, chairman of the board, National Screen Service; Joseph R. Vogel, president, and Benjamin Melniker, general counsel of Loew's, Inc.; Spyros P. Skouras, president, and W. C. Michel, executive vice-president, 20th Century-Fox; C. B. Stratton, executive vice-president, Cosmopolitan Corp.; Paul H. Terry, president, Terrytoons; Benjamin Kalmenson, executive vice-president, and Albert Warner, vice-president, Warner Bros.

The board approved the Association budget for 1958.

A plan for putting the Title Registration Bureau of the MPAA on a self-sustaining basis also was approved. Effective immediately each member of the Title Registration Service will be required to pay an annual membership fee and in addition a fixed fee for each group of ten titles processed and registered.

Ask Web Toll-TV Data

(*Continued from page 1*)

and various senators and congressmen complained to the FCC about broadcasts attacking toll TV. In its letter today, the FCC said the complaints charged the networks and some stations had given a one-sided presentation of the issue, designed to produce an avalanche of protests to Congress at a time Congress was considering the question, and had either given toll-TV proponents little time for their view or had offered them time too late to counteract the anti-toll-TV broadcasts.

The commission pointed out that broadcast licensees have the right to express their own views on controversial issues, but also have "the affirmative duty to seek out, aid and encourage the broadcast of opposing views."

Replies to the letter, the FCC said, should include dates of each broadcast on toll TV, amount of time allowed, the participants, and the point of view expressed, as well as any general comments on the complaints.

Dumestre, Jr. III

ATLANTA, Apr. 17.—Jack Dumestre, International Variety dough guy, was confined to a hospital here after a stomach ulcer attack and has had to cancel plans to attend the Variety convention in London next week. At last report he was recovering nicely from the attack.

Mirisch to Enter TV Filming with 2 Series

The Mirisch Company has concluded a deal with Louis Edelman and the National Broadcasting Compan under which it will enter the television film field. Harold Mirisch, president of the company, said yesterda that the new three way agreemen provides for the production of tw TV series, one, untitled about railroads in the 1870's, and the second "Five Cornered Star."

Walter M. Mirisch, vice-presiden in charge of production for the company, will produce both series. Edelman, who has produced several serie for television, will be executive producer, and NBC will handle financin of the project.

Russia-U.S. Parley

(*Continued from page 1*)

which the Soviet delegation has expressed interest, it was reported yesterday.

The Russian negotiators arrive here last Friday to discuss terms fo the 14 features. Insofar as could b learned yesterday, no deals have bee concluded, the principal reason appearing to be that the Russian representatives, after indicating wha they would be willing to pay for a American film, open inquiries concerning what Russian films the American seller is prepared to take in return.

Either the American negotiator are not prepared to buy or handl distribution of Russian films, are no authorized to do so by superiors o frankly feel that few of the Russia films that have been screened her have any commercial possibilities i this market to make such a de worthwhile.

Lazarus Extending

(*Continued from page 1*)

ecutive department, Jonas Rosenfield, Jr., who has been functionin as his executive assistant, has bee named executive in charge of advertising, publicity, and exploitatio under Lazarus' general supervisio Robert S. Ferguson continues as director of the departments.

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In CinemaScope and METROCOLOR
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

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Senate Group

(*Continued from page* 1)

oans "in the light of present business conditions and the national reession."

Harling said yesterday he was "most pleased with the immediate ction" taken by the Senate Select Committee.

Senate Bill 2160, introduced by Senator Sparkman of Alabama, would uthorize establishment of national nvestment companies, including anks and home mortgage companies. Such national investment companies would be in a position, Harling said, o make long-term mortgage loans of he type requested by TOA which the SBA, being restricted to short-term oans, cannot now make under its perating regulations.

"This necessary legislation would complement the SBA and the investment companies in their respective credit fields," Harling added.

Harling said full details of Senate Bill 2160 are being studied by his TOA committee.

Amend Complaint

(*Continued from page* 1)

and others. The original NTA suit charged that the defendants "interfered in and brought about cancellation" of a deal in which NTA would have acquired controlling interest in AAP from Louis Chesler, its chairman of the board and Maxwell Goldhar, executive vice-president.

The amendment to this suit, approved yesterday by Justice Thomas Aurelio, charges that UA and others "plan to assign to a new corporation the shares of stock of AAP" which UA acquired. The amendment also adds new defendants, including United Artists Associated, Inc., which, like Gotham TV is a subsidiary of UA Corp.; and the Manufacturers Trust Company.

The amended complaint states further that if UA and Gotham are allowed to "divert the AAP stock" to UAA, it will "harm the plaintiff's original suit against UA and the others." The new complaint asks the court to direct that the AAP stock in question be held in trust for NTA and seeks to enjoin all defendants from proceeding with their alleged plan of acquiring the assets of AAP and also from transferring the stock held by Gotham to UAA.

Benjamin to Speak

(*Continued from page* 1)

Greenfield of Loew's, Inc., 1958 campaign chairman, announced yesterday.

The luncheon, a testimonial to Barney Balaban, president of Paramount Pictures, will be held on Thursday, May 22, 12 noon, at the Park Lane Hotel here.

Benjamin, a past campaign chairman and honored guest at the 1957 UJA luncheon, will give a first-hand report on conditions facing the people of Israel based on his observations during a visit to that country last year.

REVIEW:

Another Time, Another Place

Lanturn Prod.—Paramount—VistaVision

LANA TURNER, who has enjoyed a long and profitable career on the screen since she first appeared in "They Won't Forget" back in 1937, has now, like many of her colleagues, formed her own producing company. Lanturn Productions' first picture, for release through Paramount, is "Another Time, Another Place." Miss Turner stars in the film, and it has been given a handsome production, having been photographed on location in England—principally in London and a small fishing village in Cornwall.

It is what is known to the trade as a "woman's picture," which usually means, as it does here, that the main function of the story is to give the female star a chance to enact a juicy emotional role. The recipe calls for intimate love scenes, lovers' quarrels and reconciliations, tearful episodes, and, if possible, a chance to smile through tears. It also helps if there is a love triangle, and it is even better if the third party is another woman so the two females can have a violent quarrel in a climactic scene.

All these ingredients are generously provided in the script of "Another Time, Another Place," by Stanley Mann, who adapted a novel by Lenore Coffee called "Weep No More." Miss Turner is cast as a glamorous newspaper columnist covering World War II in London. She falls in love with a correspondent for the B.B.C. (played by newcomer Sea Connery) and is desolate when he belatedly tells her he is already married. Shortly thereafter he is killed in a plane crash just as the war is ending.

MISS TURNER has a nervous breakdown and remains so obsessed with the memory of her dead lover that she decides to make a pilgrimage to the village in Cornwall where he had lived. There she soon becomes fast friends with the dead man's wife (played engagingly by Glynis Johns) who had suspected that her husband had been unfaithful to her while he was in London during the war but had no evidence to justify it.

The picture then moves to its big climactic scene in which Miss Turner, ridden by guilt, reveals to Miss Johns that she had been the "other woman" in the life of the man they both loved. At the end the ladies are reconciled, and Miss Turner returns to America with her adoring boss, who has been waiting around all through the picture for her to come to her senses. This role is played by Barry Sullivan.

Acting as executive producer for this film was Joseph Kaufman. Lewis Allen directed.

From a box office standpoint "Another Time, Another Place" may well reap extra attention because of newspaper headlines that events in Miss Turner's private life recently engendered—an attention that the film otherwise might not easily gain. On the other hand this could have an unfortunate effect in one respect; a preview audience at the Capitol Theatre in New York sometimes snickered at dialogue references to love letters and the death of a lover. This tended to invade the mood of several dramatic scenes.

Running time, 98 minutes. General classification. Release, in June.

RICHARD GERTNER

New 'Loop' Films

(*Continued from page* 1)

showing in rear-view projection frames in a continuous, uninterrupted manner. Each subject will treat of some phase of American life designed more to arouse interest or curiosity than to explain or inform. Each is of about 2½ minutes in length, without sound or music.

Some of the subjects include: education, costumes, leisure, sports, occupations, farm machinery, store windows, industry, science, traffic, county fair, autumn fantasy, churches, bridges, houses of all types and numerous others.

The subjects will be shown on 25 of the projection-screening frames scattered throughout the U.S. Pavilion and mounted on walls. Screens are of different sizes and shapes, the average being about 36 inches wide. Because audiences will be expected to view them at irregular intervals, and because of their continuous projection, the films have neither beginning, middle nor end.

N. Y. Firms in Charge

Production was assigned by the Office of the U.S. Commissioner General to the Brussels Fair to Trident and Affiliated, both of New York. Production supervision was by Willard Van Dyke of Affiliated and Charles F. Schwep of Trident. They were made available for industrial sponsorship on an institutional basis, with a number of well known American companies sponsoring.

Cinema Lodge

(*Continued from page* 1)

a silver set for two years' unwavering and fervid service, heard new president Joseph Rosen pledge his best, listened to Anti-Defamation League executive Lester Waldman describe the variety of the struggle against intolerance, and had as its entertainment the TV comedian and lately film actor Buddy Hackett.

Wives Introduced

Brandt said Shapiro not only had been unusually active but because he believed in what he did would remain active, and Shapiro on receiving his gift, agreed. Shapiro introduced his wife, and Brandt introduced Mrs. Rosen, as important helpmates of both executives. Brandt introduced Hackett as an actor in "God's Little Acre" who will surprise the industry with dramatic competence. Hackett presented himself as a man glad to join an industry which, he said, knows what it is doing.

Waldman said of the B'nai B'rith, Cinema's parent, that it sometimes loses a fight but always keeps fighting; and that so long as this country's performance doesn't equal its promise, it is in trouble; and that the goal is to obtain dignity for all minorities. He pointed at the South, resorts, medical schools as fields of battle.

Installed by Schwalberg

Al Schwalberg installed Mr. Rosen and other officers. The incoming group comprises Irving Brown, Maurice Leschin, Milt Livingston, Joseph Margolies, David Picker, Norman Robbins, Sol Lissner, Nat Rudich, Jack Weissman, Jack Hoffberg, Abe Dickstein, Max Blackman, Sidney Burdick, Julius Collins, Leo Jaffe, Joseph Maharam, Arthur Schwartz.

To Forego Meet

(*Continued from page* 1)

Hyman, American Broadcasting-Paramount Theatres vice-president, who originated the plan, revealed yesterday.

The principal obstacle to the joint meeting, Hyman said, was the difficulty of getting company presidents and other top executives together on a specific date.

Instead of the joint meeting, it is now likely that Hyman and Leonard Goldenson, AB-PT president, will meet individually with top company executives as promptly as engagements can be arranged. At these meetings the two AB-PT executives, who have sponsored and pushed for the orderly distribution practice over more than a year past, will report on the benefits achieved to date.

Records of individual and territorial exhibitor cooperation designed to promote quality films released in orderly sequence would be shown to company heads and a strong bid made for the continuance of orderly distribution with specific reference to the last quarter of 1958.

Tradition

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. . . none are too young
. . . none are too old!

Nothing like taking in a movie . . . for entertainment . . . escape . . . or just to pass the time. In the tea-and-crumpet set, it's more than an occasional habit, it's an institution. *But it takes a better picture to tap this rich lode . . . to beat box office records!*

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MOTION PICTURE DAILY

Concise
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Point

VOL. 83, NO. 77 NEW YORK, U.S.A., MONDAY, APRIL 21, 1958 TEN CENTS

TOA Study Shows

Operations Cost 69% of Theatre Gross

Report on 500 Theatres Shows Breakdown of Costs

A composite picture of the operating costs of approximately 500 indoor theatres, including first and subsequent run houses in situations ranging from towns of 5,000 to metropolitan areas shows that 69 per cent of the gross income goes for these costs, leaving an average of 31 per cent for film rental and profit.

The figures were released by Theatre Owners of America at the weekend as a service to members.

Approximately half of the theatres included in the study are owned by

(*Continued on page* 3)

Russian Group Leaves; No Deals Set Yet

The Russian film negotiating delegation which had been here since April 11 conducting individual company talks concerning the purchase of 14 American films in which they expressed interest, returned to Washington over the weekend, reportedly without having concluded a single deal.

Some American company sources

(*Continued on page* 6)

TRADEWISE

on page 2

Television Today

on page 11

Three-Day Activity Sends 20th-Fox Stock To New High; Attributed to Film Strength

Three consecutive days of market attention to 20th Century-Fox stock ran the issue up three points last week to a new high for the year of 27 when trading ended on Friday. On Thursday it had been the most actively traded stock on the Big Board with 62,800 shares changing hands.

Wall Streeters attributed the market interest in the issue to news in financial circles of the company's current crop of high-grossing releases and the box office potentials of its forthcoming product. The interest being centered entirely on 20th-Fox films is a switch from active trading on earlier occasions which was attributed to the company's oil, real estate and overseas theatre interests.

Justice Rejects Berger Complaint on Para. 'Ten'

Special to THE DAILY

MINNEAPOLIS, Apr. 20 – The U. S. Department of Justice does not agree that Paramount's insistence upon a rental fee of 80 cents per seat for a booking of "The Ten Commandments" constitutes illegal price-fixing and as a result Benjamin N. Berger is passing up the attraction for his Fergus Falls, Minn., theatre.

Berger said he had asked the justice department to compel Paramount to

(*Continued on page* 6)

IBEW Walkout at CBS Ended by 6.4% Raise

From THE DAILY Bureau

WASHINGTON, Apr. 20.–The International Brotherhood of Electrical Workers on Friday announced that it had reached an agreement with the Columbia Broadcasting System, thus ending its 12-day strike against the

(*Continued on page* 11)

Postpone NCA Meet One Week to May 13

Special to THE DAILY

MINNEAPOLIS, Apr. 20 – North Central Allied's 1958 convention, originally scheduled for Tuesday, May 6, has been postponed for one week and will be May 13 instead, Ted Mann, retiring president, has an-

(*Continued on page* 6)

Selectivision to Give Records to Lefkowitz

Officials of Selectivision, Inc., Forest Hills pay-television enterprise, have agreed to make the company's books and records available for examination by the office of Attorney General Louis J. Lefkowitz. As a result Lefkowitz at the weekend withdrew the court order he obtained last week directing the officers of Selectivision to show cause why they should not be held in contempt of court for refusing to produce the records for inspection.

Lefkowitz on March 10 charged that false and deceptive literature was being used to promote Selectivision and obtained an order temporarily

(*Continued on page* 6)

Businessmen Take Over Theatre in Wisconsin

Special to THE DAILY

PRINCETON, Wis., Apr. 20 – Local businessmen, headed by Preston Hiestand, have formed a non-profit organization to take over and operate the Princeton Theatre to provide the town with a business stimulator and entertainment hall. Elmer Kreuger has been appointed manager. The house is one of five in the upper midwest area to reopen its doors recently. Two others have suspended operations.

83rd Convention

Closed Circuit TV Leads 1st SMPTE Meet

Over 80 Papers Slated On Newest Developments

Special to THE DAILY

LOS ANGELES, Apr. 20.–The latest developments in motion picture and television engineering will be covered in some 80 papers at the 83rd convention of the Society of Motion Picture and Television Engineers, which gets underway tomorrow at the Ambassador Hotel here. The meetings will continuee through Friday.

The papers are grouped into 14 sessions beginning tomorrow morning at 10 o'clock with a general session in the Ambassador Ballroom. Throughout the week the delegates will hear

(*Continued on page* 8)

Decision Reserved on List-Glen Alden Action

Kings County Supreme Court Justice Walter Hart on Friday reserved decision on all motions before the court in the action brought by Samuel Gilbert, owner of 100 shares of Glen Alden Corp. stock, to prevent its merger with List Industries, owner of RKO Theatres.

Glen Alden shareholders approved

(*Continued on page* 6)

Cunningham Reelected To Third ASCAP Term

The ASCAP board of directors reelected Paul Cunningham to serve a third term as president of the Society at a meeting here last week. Cunningham has served the Society in this capacity since 1956.

Deems Taylor, past president of the Society, was elected by the board to

(*Continued on page* 6)

SMPTE

SMPTE 83rd CONVENTION

SECTION BEGINS ON PAGE 7

PERSONAL MENTION

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, and BERNARD LEVY, his assistant, are in Detroit from New York.

•

BARNEY BALABAN, president of Paramount Pictures, has become a grandfather for the fifth time with the birth of a daughter to MRS. LEONARD BALABAN in Mariana, Fla.

•

TED SCHLANGER, who resigned recently as Stanley Warner Philadelphia zone manager, will leave here this week for a visit in Tampa, Fla.

•

HUGH OWEN, vice-president of Paramount Film Distributing Corp., has returned to New York from Chicago.

•

LAWRENCE BACHMANN, head of Paramount Production in England, returned to London at the weekend from New York.

•

DAVID JOHN GOODLATTE, a director of Associated British Picture Corp., has returned to London from New York via B.O.A.C.

•

ED R. SVIGALS, general sales manager of Trans-Lux Distributing Corp., left here on Friday for Chicago and the Coast.

•

SAMUEL GOLDWYN, Jr., returned to Hollywood on Friday from New York.

•

MURRAY WIENER, former partner of LEWIN PIZOR, Philadelphia exhibitor, is recuperating at Jefferson Hospital there following surgery.

•

ED SULLIVAN left here yesterday for London via B.O.A.C.

•

ROBERT PICKMAN, son of HERB PICKMAN, of the Warner Brothers home office publicity department, was Bar Mitzvahed Saturday in Beth El Temple, Great Neck, L. I.

•

JERRY BRESLER, producer, has returned to New York from England.

•

MRS. CHARLES ADAMS, wife of the owner of the Avon Theatre in Atlanta, gave birth to a girl there last week.

•

DIANE GORDON, manager of the Stanley Warner Oritani Theatre, Hackensack, N. J., and last year's Quigley Grand Award winner, is at St. Clare's Hospital here, where she underwent surgery on Friday.

TRADEWISE

By ONLOOKER

NOW COMES Alistair Cooke, correspondent in New York for the Manchester (Eng.) Guardian, making noises like an expert on the subject (which he most certainly isn't, because you have to see a great many motion pictures to qualify) and charging that American motion pictures do the nation a great deal of harm abroad. . . . We all know that a few motion pictures exhibited abroad can be and perhaps are used to document anti-American propaganda in unfriendly areas. We also know that the great majority of American films are the best ambassadors this country has for its ideas, living standards, products, customs and ideals. Cooke's native land prefers them four-to-one to the native product and the ratio might even be higher if his countrymen were free to exercise their choice in entertainment films, instead of being artificially restrained by Britain's film quota and monetary restrictions. . . . Is Cooke of the opinion, perhaps, that the British films cluttering up the television air waves over here are doing Britain more good than Hollywood films do America abroad? If so, he doesn't have much company. . . . In our humble opinion, some foreign correspondents can do their native land far more harm abroad than the most misguided motion picture ever made. To berate all Hollywood films because a few poor ones are shown overseas is just plain stupid. Either that or it is an advocacy of censorship, which Americans no more want imposed upon Hollywood than they do upon Cooke.

Scripps-Howard's Inez Robb, in a recent syndicated column devoted to an interview with David Niven, quotes the actor as saying that he believes next year's Academy Awards presentations should not be televised but should be shown only over closed circuit theatre TV. "The Oscar show," he said, "emptied every movie house in the country a few weeks ago. It should be a movie show for movie audiences in movie theatres via closed circuit. Hollywood ought to stop hitting itself on the head." . . . Well, them's fine enough sentiments and it's just possible that a majority in the industry, if asked to vote on it, would side with Niven. However, there's the little item of equipping the nation's theatres and drive-ins with closed circuit receivers-projectors, and the further item of cost of leasing the wires and hooking up the theatres . . . Beyond that, as this year's experience demonstrated when the same idea was broached, there are considerations of concern to the unions and guilds involved which either could bar closed telecasts of the ceremonies to theatres or could make their cost prohibitive.

A RECENT bulletin of the I.T.O. of Ohio called upon exhibitors to give the all-industry business building campaign their "spiritual" support. . . . It will take more than that to get the campaign in motion. A little temporal support in the form of coin of the realm is what's needed now. And if you were an exhibitor, what would you think of a business building campaign that gave your box office spiritual support? . . . The Hollywood A. F. of L. Film Council is threatening a boycott of "John Paul Jones" because the film biography of the founder of the U. S. Navy is to be made abroad. A few of the reasons for making it abroad are that four-fifths of Jones' life was spent outside the U. S., the cost of construction here of the ships to be used in the production is prohibitive, nor can miniatures be used in Technirama, in which it will be photographed. . . . The costs of making the film in this country, in fact, are so great that it would not be made at all if it could not be made abroad. Hence, the A. F. of L. studio unions stand to gain nothing by waging war against production of the picture overseas. At the same time, the production crew includes 40 highly paid American union men. Moreover, the Navy is lending its cooperation to the production, which will benefit the Navy Fund.

Carnival Techniques Pay Off, Says Castle

"We're in a carnival age—we've g to bark to sell our product," Willia Castle, producer-director of Alli Artists' "Macabre," told the trad press Friday morning at the A headquarters here.

Reporting on the "tremendous" r ception which his film has received the first engagements of its premie New England saturation opening Castle said that although it certain is a good picture, "showmanship" responsible for its breaking records i Boston and other New England spot which haven't been broken in four five years.

Calls Enthusiasm Vital

"You've got to have enthusiasm, he said, "and go out to the citi around the country and plug an plug." That is just what he has bee doing for "Macabre," he said. Backe by a unique trade advertising campaign, the film had created industr excitement even before it was show Public excitement has been created b the same ad campaign, plus a we publicized insurance policy whic the company has taken out to cove each member of the audience in cas he drops dead during the showing o the film.

"It's a gimmick," said Castle, "an it gets the people talking." As a result, 1,500 bookings already hav been set on the picture.

The producer said the only aspec in the industry today which he find frightening is "the complete lethargy the feeling of defeat," in many producers, distributors and exhibitors "There's still a box office in this country."

Cost 'Modest' He Says

"Macabre" he described as "modest" in cost only. He declined to reveal its budget, saying the trade pu undue emphasis on this, despite the fact that a small budget productio properly made and exploited could d as well if not better than some ver expensive films. He plans to start production in June on his next for AA, "The Haunted House," another "shock" picture with an exploitable gimmick.

Get Elmsford Drive-In

ELMSFORD, N. Y., Apr. 20 – The Elmsford Drive-In Theatre will henceforth be under the managemen of Eastern Outdoor Theatres, East Orange, N. J. Sheldon Smerling, executive vice-president of Eastern Management Corp., New Jersey circuit, also reported his firm has secured an interest in the local theatre. Mike Zala will continue as manager of the drive-in.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quiglcy, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies. 10c.

PEOPLE

Jay Carmody, film critic of the Washington Star," has been named y the U. S. Information Agency to e this nation's delegate to the Canes International Film Festival, to be ıeld May 2 to 18.

☐

Marshall Wortman, with Samuel ;oldwyn Productions since 1953, has een appointed assistant to Milton E. 'ickman, who recently was named ıanager of the Goldwyn studio.

☐

Joseph Wolf, for the past 10 years xchange manager of Embassy Picıres, Boston, has been named viceresident of the organization.

☐

Jules Perlmutter, former chief arker of the Albany (N.Y.) Variety 'lub, will be honored at a "King for Day" dinner there tonight.

☐

Samuel Venus has been appointed ıanager of the Admiral Theatre, A. I. Ellis house in Philadelphia.

☐

Richard T. Kemper, retired Bufalo exhibitor now a resident of ompano Beach, Fla., has become ssociated there with **Robert O. Fulham** in the B. and L. Construction ;o., builders of homes and multiple wellings in the area.

☐

Ray Meyers, former manager of ıe Midway Theatre, Philadelphia, as taken over the same position at he Boyd, first run Stanley Warner ıouse in the same city. **John Schmidt,** vho managed the unit while Cineama was featured, goes to the ciruit's Midway.

☐

Ernie Schier, film commentator of he Philadelphia "Daily News," will ɔin the staff of the "Evening Bul-etin" there on May 1 in the same apacity. He succeeds **Laura Lee,** vho is retiring from the field.

☐

Melvin J. Fox, who heads the inlependent circuit of Fox Theatres in he Philadelphia area, has been named hairman of the motion picture diviion for the 1958 membership enrollnent of the Philadelphia Fellowship ;ommission.

☐

Mrs. John Lakeman, owner of the 'rincess Theatre, Haleyville, Ala., has ɪurchased the Havala Drive-in at Ialeyville from its former owner, **R. ;. Cobb.**

☐

Sam Spiegel, producer of "The 3ridge on the River Kwai," honored s the best picture of the year by he Federation of Motion Picture ;ouncils, accepted the award of the ouncil at a meeting held recently ı Cleveland.

Study Theatre-Operation Cost

(*Continued from page* 1)

the operating companies, the TOA release said. Film grosses for the 500 theatres approximates $60,000,000.

The basic breakdown shows:

Salaries, including management	28 %
Rents	7 %
Depreciation	6.5 %
Maintenance and repairs	4 %
Taxes other than Federal	5 %
Interest on indebtedness	1.3 %
Other (including advertising, general and administrative costs)	14.7%
Federal taxes	3.5%

These items total 69 per cent, leaving 31 per cent for film rental and profit. The TOA study points out, "It should be recognized that in wholly owned operations the rent percentage would probably be lower but the real estate taxes and the depreciation would be higher. Further the percentages for utilities—fuel, water and electricity—will vary greatly in leased facilities."

The report also includes a questionnaire and asks members of TOA to cooperate in supplying additional information so that operational yardsticks may be developed in the future. It is emphasized that figures used covered only a small percentage of the total theatres and that a much broader base would be needed for a national guide.

A study published by the Herald Institute of Industry Opinion August 24, 1957 showed the following breakdown: overhead, including rent, mortgage, heat, light and depreciation—23 to 27 per cent depending on the population of the area served; staff salaries, uniforms, etc.—26 to 24 per cent; film rental—34 to 36 per cent; and advertising and promotion —four to nine per cent.

Mrs. Nickolaus Heads New Orleans WOMPI

Special to THE DAILY

NEW ORLEANS, Apr. 20 – Mrs. Lee Nickolaus, of Harold F. Cohen Enterprises, was elected president of the New Orleans chapter of the Women of The Motion Picture Industry for the 1958-59 term of office at a meeting here last week at Watkins Broadview restaurant.

Other officers elected were Mrs. Imelda Giessinger, of Richard Center, first vice-president; Mrs. Corine Bouche, MGM, second vice-president; Mrs. Carmen Smith, NTS, corresponding secretary; and Miss Jane Ella Moriarity, Richards Center, recording secretary. Miss Antoinette (Toni) Bollhalter, Cohen Enterprises, was reelected treasurer.

Directors Named

Board of Directors named included Mrs. Loraine Cass, and Mrs. Anne Dufour, U.A., Miss Jane McDonnell, Paramount, and Mrs. Blanche Gubler, U.I.

Arrangements are underway for the group's annual "bosses' luncheon," slated to be held on Tuesday, May 21, at the Jung Hotel.

Tour for 'Terror'

PHOENIX, Ariz., Apr. 20. – Virginia and Andrew L. Stone, producers of M-G-M's "Cry Terror!," are here for the first of three personal appearances they will make in connection with pre-release openings of the film. They will go to San Diego on Friday and Sacramento on April 30.

Rank, AA in Deal

J. Arthur Rank Films, Hamburg, Germany, will distribute four pictures in that country in a deal signed with Allied Artists International. The films are "The Tall Stranger," "Oregon Passage," "Death in Small Doses" and "Portland Expose."

Columbia to Continue Czech Negotiations

Columbia Pictures announced at the weekend its representatives are carrying on further negotiations with Czechoslovakia for the sale of American-made motion pictures following the sale of "Picnic" to that country's government distribution agency.

Has Been Dealing There

Columbia pointed out that while "Picnic" was the first American film it had sold to the Czechs for many years, the company has been selling its European productions to that country for some time.

U.A. Promotes Sign

United Artists has prepared a half-million copies of Sidewalk Superintendent's Guide which describes and gives all details of the mammoth, "three-dimensional" sign for "The Vikings," now being erected for the dual world premiere engagement of the film at the Astor and Victoria Theatres on June 11. The New York Summer Festival Committee, the New York Convention and Visitor's Bureau, Astor and Victoria Theatre personnel and all newsstands in the Broadway area will participate in the distribution of the promotion piece.

Reade Buys Two

Walter Reade Theatres has bought two drive-ins, the Shore and Fly-In, located, respectively, at Farmingdale and Belmar, from Eastern Outdoor Theatres, with headquarters in East Orange, N. J.

Mrs. Irene Hagen

Mrs. Irene Hagen, wife of Rudy Hagen, former head of the Warner Bros. home office contract department, died Friday after a long illness at her home in the Bronx.

Hail Detroit B-B Program

Special to THE DAILY

DETROIT, Apr. 20.—It was asserted here by Irving Goldberg of Community Theatres that Detroit already was and would be the leader nationally in theatre business building. The statement was made at a luncheon at the Hotel Sheraton Cadillac given the disc jockeys of Detroit.

Goldberg based this on three points: 1) Detroit has the best downtown and neighborhood theatre properties of any city in the country. 2) Unlike less fortunate communities, exhibitors here trust each other and, as on previous occasions, work together. (The organization of theatre owners, "MET," standing for Metropolitan Exhibitors of Detroit, already represents over 60 per cent of theatre operators who in turn do well over 80 per cent of Detroit's business.) 3) On previous occasions, he openly admitted exhibitors had been unable to keep faith due to mediocrity of product, whereas now the evenly-spaced flow of pictures has a quality unequaled in the history of the industry.

Disc Jockeys Aid

The disc jockeys were handed all kinds of theatre promotion gimmicks, along with some straight talk. Gimmicks included hats from all countries, indicating films' scope, miniature baseball bats stamped "Go to Bat for the Movies" to coincide with the Detroit Tiger's opening.

He stressed that this campaign being conducted by the W. B. Donor & Co. agency was a long-term affair. He said this opening gun was fired at the DJs inasmuch as "they talked to people." He gave a prelistening of newly-prepared spot announcements which would be placed on the local stations and which cleverly stress the campaign slogan "Develop an outgoing personality."

TV Will Be Used

Spots will also be placed on TV. These convey the animated message by scenes in ball parks, circuses, theatres, etc., of a performer concluding his act to turn to bow to an audience with every seat vacant but one. The performer asks "Where is everyone?" to be answered by the lone onlooker, "They've gone to the movies'"

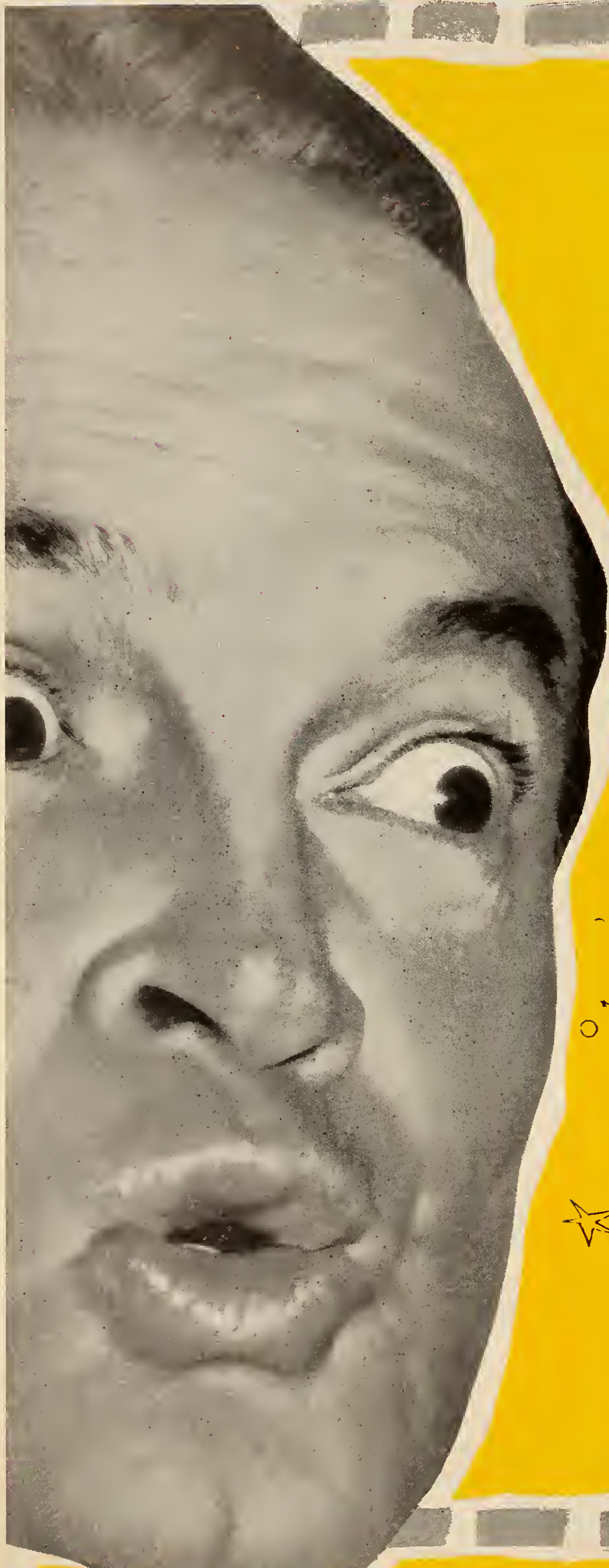
New WB Office

ALBANY, N. Y., Apr. 20.—Warner Bros. branch manager Raymond S. Smith now has an office on the second floor of the Strand Theatre Building—in what was once part of the Warner and Stanley Warner zone quarters. WB recently closed its branch on Filmrow.

Pa. Theatre Reopens

PHOENIXVILLE, Pa., Apr. 20.—The newly remodeled Colonial Theatre has reopened. It has a new screen, as well as new seats, new carpeting and a new heating system.

"Solid commercial prospects! One of th



"Should do well at the b.o.! Solid comedy! Th pop-eyed French funster, Fernandel... ex cellent! Miss Ekberg is beaucoup decorativ ...Miss Hyer also a looker." *— VARIET*

"Hilarious! Another 'Road' triumph for Hop ...surrounded by the glamorous Anita Ek berg, the gifted comic Fernandel and Par as his background. By all means take th children!" *— MARGE REARDON, Miami Beach Su*

"A rollicking ramp down laugh lane! Hop and Fernandel go together like ham an eggs. Hilarious! Color shots of Paris ar beautiful! If you are looking for somethin to laugh over this is it!"

— GEORGE BOURKE, Miami Heral

"Much to cheer about in Bob Hope's lates romp! To the old Hopeful ingredients o farce, fluff, and fast fun, is added France' best-beloved comedian, Fernandel. For ro mantic spice, he has included two shapel side dishes — eye-filling Anita Ekberg an lovely Martha Hyer. Hope scores!"

— INDEPENDENT FILM JOURNA

BOB HOPE ☆ FERNANDEL ☆ ANITA EKBERG ☆ MARTHA HYER

Directed by GERD OSWALD · Screenplay by EDMUND BELOIN and DEAN RIESNER · A Tolda Productions Presentation

brightliest comedies in Hope's career!"

—*FILM DAILY*

"Built-in boxoffice insurance! Good for belly laughs anywhere! Hope and Fernandel come off about even, with the potential audience by far the winner in laughs and enjoyment!" — *M. P. DAILY*

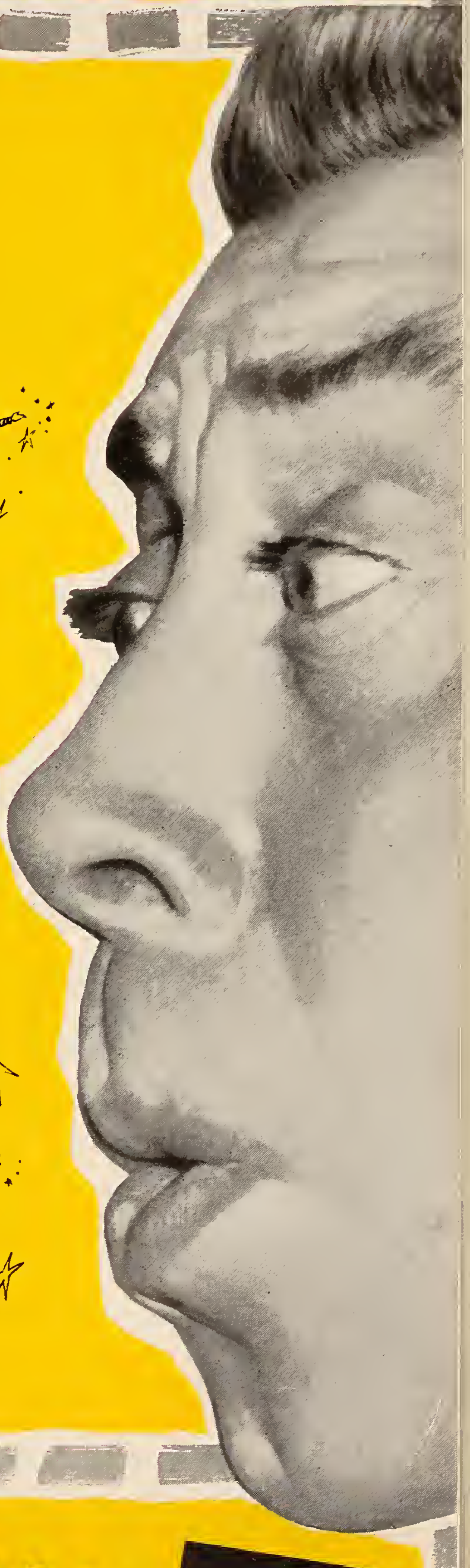
"One of Hope's best! Exhibitors can't go wrong booking this! Cast that boasts the beloved buffoon, Fernandel, and a couple of eyeworthy chicks named Anita Ekberg and Martha Hyer." — *HOLLYWOOD REPORTER*

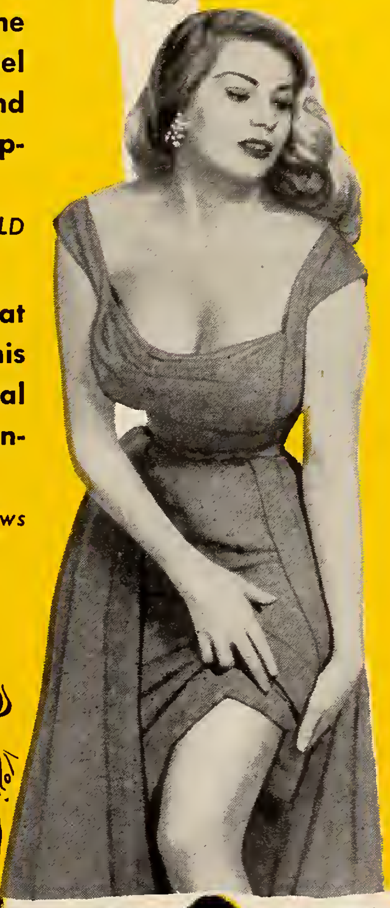
"High profit potential! One of the most handsome physical productions the star has ever appeared in. Top-notch cast headed by the greatest of all French comedians, Fernandel . . . the highly exploitable Anita Ekberg and the demure Martha Hyer. Climactic helicopter chase . . . hilarious!"

— *M. P. HERALD*

"Sidesplitting comedy! Name the stuff that makes you laugh and you'll find it in this movie! 'Paris Holiday' should get a medal for exposing this funny Frenchman, Fernandel, to American audiences!"

— *HERB KELLY, Miami News*





Book it NOW!

Paris Holiday

TECHNIRAMA® and TECHNICOLOR®

THRU UA

Twin Bills Disappearing From Chicago's Loop

Special to THE DAILY

CHICAGO, Apr. 20 – Double feature westerns or science fiction movies apparently are a thing of the past at major theatres in Chicago's Loop.

The last twin bill holdout, Balaban and Katz' Roosevelt, is enjoying enormous success with "The Young Lions," its first single feature offering under a new policy. The success appears to back up the contention of most exhibitors in Chicago that top locations need top pictures.

Russian Group

(*Continued from page* 1)

attributed this impasse, if such it is, to the Russians' desire to place their films for distribution here before closing for an American film.

'Strogoff' Discussed

While here the Russians also discussed the production in their country of "Michael Strogoff" by Bryna Prod. Details of the arrangements need to be approved in Moscow so no word on it is expected until some time in May. The delegation, headed by A. A. Slavnov, and including Alex Davydov, head of Sovexportfilm, and Tamara Mamedov, cultural attache for the Soviet Embassy, also discussed several proposals with American production representatives for co-production deals in Russia, and at least one American request to send a crew into Russia for background footage designed for a specific American production.

It is understood that final approval of all such proposals also rests with Moscow authorities and their decision in the matter is not expected immediately.

Talks Resume Today

The full Russian delegation will resume its over-all discussions in Washington today with the American cultural exchange representatives, headed by Eric Johnston and Turner Shelton, acting for the State Department. The Russians' three-week visitors' visas have been extended but it is believed they will terminate their stay and return to Moscow some time next week. Additional American films are scheduled to be screened for them in Washington. Several more Russian films have still to be screened here for American distributors.

Cunningham Reelected

(*Continued from page* 1)

serve as secretary, replacing John Tasker Howard. The other officers of the Society remain the same: vice-presidents, Louis Bernstein, Otto A. Harbach; treasurer, Frank H. Connor; assistant secretary, George W. Meyer; assistant treasurer, J. J. Bregman.

FEATURE REVIEWS

Manhunt in The Jungle

Warner Bros.

Readers of Sunday supplements who have read about and pondered the disappearance in 1925 of Col. P. H. Fawcett, in the course of his search for a legendary "lost city" in the Brazilian jungles, will have an interest in "Manhunt in The Jungle." This is the true story of a search for Col. Fawcett, led three years after his disappearance by Commander George Dyott, formerly of the British Navy. The film, photographed entirely in the Amazon country in good WarnerColor, has a documentary-like quality which sustains interest for the 79-minute running time.

The story is, inevitably, somewhat anti-climactic, however. After months of hardship the Dyott party comes upon a tribe of momentarily unhostile Indians who, it is quickly established, probably murdered Col. Fawcett.

The Dyott party, fearful of their own lives, beat a hasty retreat after some fruitless questioning of the tribe's evil chief.

The film's main interest is in its flora and fauna and in some exciting scenes of the party shooting the rapids of the jungle rivers in the flimsy, canvas canoes. Less effective are the "staged" scenes such as one depicting the death of one of the party in a school of man-eating piranhas. In an attempt to create suspense which is not always on the film, a narrator accompanies the action with stock travelogue phrases occasionally.

The cast of unknowns is headed by Robin Hughes, who plays Commander Dyott in satisfactory fashion. Cedric Francis produced and Tom McGowan directed.

Sam Merwin, Jr., and Owen Crump wrote the screenplay, based on the book, "Man Hunting in the Jungle," by Dyott himself. Robert Brooker is responsible for the photography which makes the mild adventure much more interesting than it might otherwise be. Running time, 79 minutes. General classification. Release, in May.

VINCENT CANBY

Hong Kong Affair

Claremont—A.A.

HOLLYWOOD, Apr. 20

One of the advantages to be had from photographing a story of foreign settting in the foreign locale of a story is having always on display, behind the actors and events in the foreground, a background of genuine interest for its own sake. This kind of interest is always unfailing in its appeal to the whole scale of humanity, and never more so than now, as witness the tremendous popularity of the story-less Cinerama and Cinemiracle, on the theatrical side, and a half-dozen travel-series like "I Search for Adventure" on television. This kind of interest is a prime asset of this Claremont Pictures production filmed in Hong Kong.

The story played out against this fascinating background is a melodrama about Oriental thievery in the tea trade, with an accompanying element of opium smuggling. The script is credited to Herbert G. Luft, Paul F. Heard, Jr., J. Raymond Friedgen and Helene Turner. Production is by the Messrs. Heard and Friedgen, and executive production is by Herbert R. Ebenstein. Heard also directed the picture.

The top name for billing purposes is Jack Kelly, of the rocket-rated "Maverick" television series. He plays here a young man who inherited a tea plantation in Hong Kong and finds, on going there three years after having been reported missing in action in Korea, that his dead father's partner, now half-owner, and his overseer have been stealing all profits from the business. The overseer assigns his secretary, Chu Lan, played by May Wynn, to dispatch Kelly by poison or other means, but she finds him too pleasant company for that, and by the time all the plotting and counterplotting is over the British constabulary has the baddies in hand and the leading man and lady have each other.

Running time, 79 minutes. General classification. Release, in April.

WILLIAM R. WEAVER

Set Prices for 'Gigi' Engagement at Royale

Price scale for the reserved seat presentation of "Gigi," which has its world premiere at the Royale Theatre here on May 15, has been announced by M-G-M. There will be ten performances a week, including a performance each evening and matinees on Wednesday, Saturday and Sunday.

The prices are: Wednesday matinee, $2.00, $1.50 and $1.25; Saturday, Sunday and holiday matinees, $2.50, $2.00, $1.50; Monday through Thursday evening and Sunday evening, $2.50, $2.00, $1.50; Friday, Saturday and holiday evenings, $3.00, $2.50 and $2.00. All prices include tax.

Shaw Circuit to Show MGM Films in Malaya

Special to THE DAILY

SINGAPORE, Apr. 10 (By Air Mail).—M-G-M films, formerly shown throughout the Malayan area in the houses of the Cathay Organisation, henceforth will be exhibited in the theatres of Shaw Brothers, in accordance with an agreement signed here by the latter company and Seymour R. Mayer, general sales manager of Loew's International.

The agreement, involving $3,000,000 (Straits Settlements) calls for exhibition of M-G-M films not only on the Malay Peninsula but also in British North Borneo and Sarawak.

Justice Reject

(*Continued from page* 1)

sell the attraction at "a fair a
equitable" price after the compa
insisted on the 80-cent per seat ren
or an alternative of a flat guarantee
$2,750.

Government attorneys held th
Paramount's per seat charge does n
constitute illegal price-fixing, in
much as the company is not co
cerned with what price Berger po
for admissions as long as it gets
guarantee, either on the flat rent
or percentage basis.

May 'Take Case to Public'

Berger said that unless a mo
equitable deal on rental and playi
time can be worked out with Par
mount, he will pass up the pictu
and "take his case to the public," e
plaining why he can't bring the
traction to Fergus Falls.

Decision Reserved

(*Continued from page* 1)

the merger at their annual meeti
on April 11.

The motions before the Brookl
jurist include one by Arthur Drisc
of the law firm of O'Brien, Driscoll
Raftery, attorney for List, to dismi
the Gilbert action. Also pending is
motion for an injunction to restra
consummation of the merger made
Robert L. Bobrick, attorney for Gi
bert. Bobrick's motion also include
a demand that the present officers
Glen Alden be removed and a ten
porary receiver be appointed.

Both sides were given until Frida
to exchange briefs, with a decisio
expected shortly thereafter. The Li
stockholders meeting was adjourne
until Friday for action on the pr
posed merger, so another postpon
ment until a later date now is nece
sary.

Postpone NCA Meet

(*Continued from page* 1)

nounced. The meeting will be at th
Radisson Hotel here.

Convention chairman will be Fran
Mantzke, president of Northwes
Theatre Service. Stanley D. Kane
NCA executive counsel, is in charg
of reservations.

On the agenda will be election o
officers, discussion of rental terms, day
light saving time, and legislativ
problems such as admission taxes an
bingo.

It is reported that while Mann wi
firmly decline to head NCA next year
Ben Berger is considered a very likel
candidate for the post, and Mantzk
is a favorite as a "dark horse."

Selectivision

(*Continued from page* 1)

restraining the sale of stock in th
company.

A date for further hearings will b
scheduled when the attorney genera
has finished examining the firm's
books, a spokesman for his office said
at the weekend.

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Closed Circuit TV Leads First SMPTE Meet

(*Continued from page* 1)

reports on closed-circuit television, industrial and instrumentation photography, the distribution of TV programs on films, plastics for the motion picture and TV industries, and other subjects.

Leading producers of motion picture and TV equipment will show their latest products at the convention; the exhibits will be on view all week and are reported to comprise the largest in SMPTE history, with many of the items having their premiere showing.

Every Activity Included

The exhibits will include such equipment as instrumentation cameras, lenses, printers, animation stands, projectors, recording cameras, tripods, underwater housings, booms, dollies, developing machines, still and motion picture cameras, shutters, sensitometers, light-change mechanisms, splicers, editors, recorders amplifiers, film cleaners, rewinders, dubbers, lighting equipment, rotary prism, cameras and viewers.

The session on closed-circuit television will be held tomorrow afternoon beginning at 2:30. Speakers will include Robert G. Day, General Electric Co.; F. N. Gillette, General Precision Laboratory; Frank G. Back, Zoomar, Inc.; Donald M. Krauss, GE; and R. G. Neuhauser, Radio Corp. of America. Papers will cover equipment, systems and standardization goals for closed-circuit TV.

Four Papers This Evening

At the evening session tomorrow four papers will be delivered, with pay-TV and subliminal communication leading the agenda. Discussing the "controversial" aspects of the former will be Lloyd Hallamore, of Hallamore Electronics, Inc. The "status and possibilities" of the subliminal process will be reported on by Hal C. Becker and Robert E. Corrigan, of the Precon Process and Equipment Corp., in collaboration with William S. Edwards of OMECC Productions. Delegates will be shown a ten-minute excerpt containing Precon subliminal information from the new theatrica motion picture, "My World Die Screaming."

General program for the rest o the convention is as follows: Tuesday sound recording, industrial and instrumentation photography, and cinematography. Wednesday, laborator practice and facilities. Thursday, production problems and photographi television recording, and magneti television recording. The papers o plastics are set for Friday mornin

Friday Session at TV Center

On Friday afternoon the sessio entitled "distribution of TV program on film" will be held at the AB Television Center here. The result of a study of network film programming, including the coordinated effort of the sales, traffic, station clear ance, video recording, film, accountin and programming departments will b discussed by Frank G. Ralston, Jr. of the ABC TV Center.

Charles E. Buzzard, NBC, Holly wood, will speak on the condition and procedures affecting a networ film exchange. The exchange will b analyzed on the basis of types of recordings, negative and kinescope recording numbers, kinescope recordin and film service policies, referenc prints, differences in policies in kinescope recordings and film program and general shipping procedures.

Will Discuss TV-Film Editing

The difference between the responsibilities of the TV film editor an the motion picture film editor will b discussed by Henry J. Miller, AB TV Center. The areas covered in thi paper will be commercial integration negative show level vs. negative insert rolls for positive insertion, a step-by-step discussion on rerun programming and how time and cost affect th TV film editor.

John P. Ballinger, Screen Gems Inc., will discuss the possibilities o standardization in TV film, giving th pros and cons in regard to all phase from production through shipping.

With the ever increasing use o motion picture film on TV, the problem of prolonging the life of thes prints has taken on added importance Eric C. Johnson, Eastman Kodak Co. Rochester, N. Y., will outline prope film handling procedures and techniques starting with the "green" prin and the need for film lubrication, o through projection, cleaning and inspection.

Tour of ABC Scheduled

The last paper of the session wil be in preparation for the tour of th new ABC film facilities, to be mad following a panel discussion. Willian W. Edwards, of the ABC TV Cente will examine the planning of the various flow patterns and work area facilities and review the extensive preliminary investigation and compariso of existing modern installations befor the decisions on the present installation were reached.

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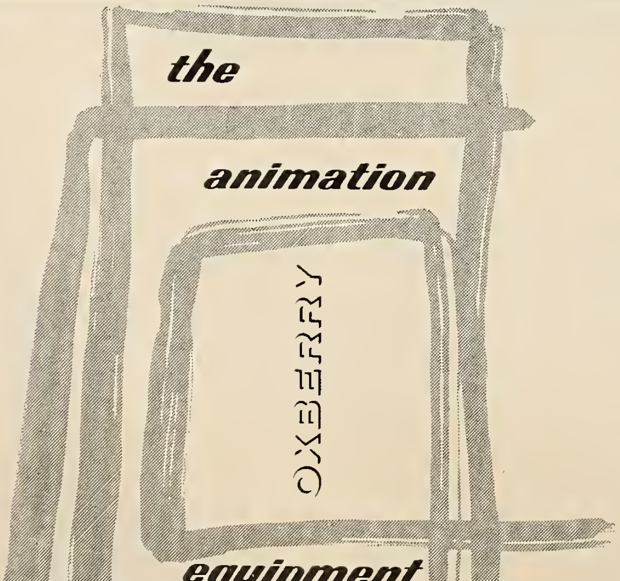

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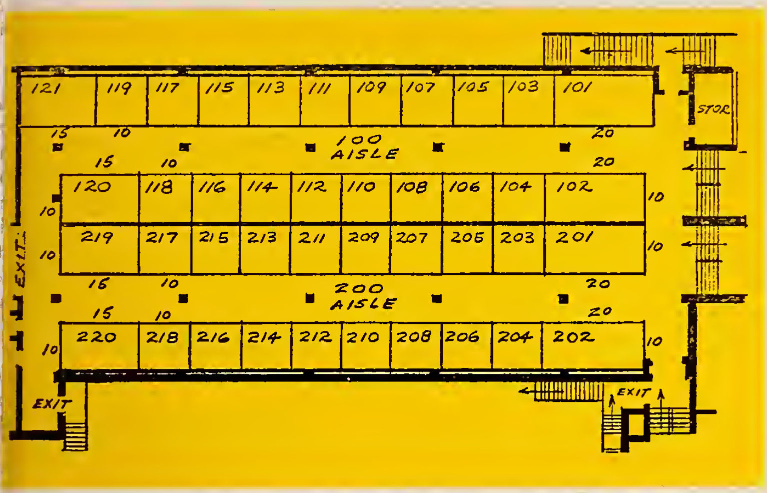
SMPTE Convention Equipment Exhibit



oor plan of exhibit above. List of exhibitors with booth numbers below.

NIMATION EQUIPMENT CORP., New Rochelle, N. Y.	203
SOCIATED INDUSTRIES, North Hollywood	114
LL & HOWELL CO., Chicago	216, 218
RNDT-BACH, INC., Hollywood	107
RNS & SAWYER CINE EQUIPMENT CO.	201
AMERA EQUIPMENT CO., New York	204
NDRE DEBRIE MANUFACTURING CORP., Long Island	101
ELECTROMATION CO., Santa Monico	210
ELECTRONIC SYSTEMS OF ILLINOIS, INC., Chicago	110
ENCYCLOPAEDIA BRITANNICA INC., Los Angeles	209
GREAT BOOKS OF THE WESTERN WORLD, Los Angeles	109
KARL HEITZ, INC., New York	117
FRANK HERNFIELD ENGINEERING CORP., Culver City	118
HOLLYWOOD FILM COMPANY, Hallywaad	121
HOUSTON FEARLESS CORP., Los Angeles	106, 108
KLING PHOTO CORP., New York	206, 208
LIPSNER SMITH CORP., Folls Church, Va.	219
MAGNASYNC MANUFACTURING CO., LTD., North Hollywood	202
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MAGNETIC SOUND CAMERA CORP., Chicago	112
MOLE-RICHARDSON CO., Hollywood	217
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PHOTO-SONICS, INC., Burbonk	104
PRECISION LABORATORIES, Brooklyn, N. Y.	111
PRESTOSEAL MANUFACTURING CORP., Long Islond City, N. Y.	113
RCA FILM RECORDING, New York	115
REEVESOUND CO., Long Island City, N. Y.	205
SOS CINEMA SUPPLY CORP., New York & Hollywood	102
STRONG ELECTRIC CORP., Taledo, O.	211
STUDIO SUPPLY CO., Burbonk	213
TRAID CORP., Encino, Col.	220
UNICORN ENGINEERING CORP., Hollywood	119
W. M. WELCH MANUFACTURING CO., Chicago	214
WESTREX CORP., Hollywood & New York	103, 105
WOLLENSAK OPTICAL CO., Rochester, N. Y.	116

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Strong 'Light Caravan' Will Tour West Coast

The Strong "Light Caravan" truck which, equipped as a projection booth, has been touring the country demonstrating the Strong Electric Corp.'s new "blown arc" projection lamp, will include the upper Pacific Coast before reaching Los Angeles, where a demonstration will be given on Thursday especially for the Society of Motion Picture and Television Engineers convention.

Midnight demonstrations were given Friday at the Kenmore drive-in Seattle; and one is set for today at the El Rancho drive-in, San Francisco. The SMPTE demonstration will be at the Laurel drive-in, 10770 Canyon Blvd., Pocoima. On the night prior to this run, another will be made for Los Angeles area exhibitors and projectionists.

Drive-ins selected, it is pointed out, are those with the largest screens wherever possible, so that comparison with existing light sources can give the new lamp the best chance to show its light production, which is rated at 65,000 lumens with wide aperture. The screen at the Motor-Vue is 120 feet wide.

The manufacturer reports that news of the development has aroused intense interest among engineers in many industries, as well as of the U.S. Government. Ray Shuff, IATSE projectionist, is in charge of the demonstrations.

Split-Type Camera Magazine on Display

Among items of equipment being exhibited by Associated Industries, North Hollywood, at the Society of Motion Picture and Television Engineers convention, beginning today at the Ambassador Hotel in Los Angeles, is a split-type camera magazine, called the Multi-Mag. Employing a cassette principle, the magazine allows use of a large cassette in the supply position, and a small cassette for takeup, permitting immediate processing of short or partial sequences.

The unexposed film in the first cassette is transported through the camera and into the second cassette. The exposed film is removed, then replaced by the emptied cassette, which in turn is replaced by a fresh supply cassette.

Brackett Will Speak At 1st SMPTE Lunch

Producer-writer Charles Brackett has accepted an invitation to appear as guest speaker at the opening luncheon of the 83rd convention of the Society of Motion Picture and Televiflsion Engineers, today in Los Angeles. Barton Kreuzer, president of the Society, will introduce Brackett.

George Putnam, newscaster of Station KTTV, Hollywood, will be on hand to supply commentary at the luncheon.

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Los Angeles

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Manufacturers and Distributors
of
Professional Sound and
Recording Equipment

Vational Pre-Selling

“THE YOUNG LIONS” is reviewed in “Life's” April 14 sue and illustrated by interesting hotos made overseas during the iooting of this Shaw novel. The re'ewer reports “that it is not ‘The oung Lions’ that Irwin Shaw, hot om the fighting, published as a ›vel in 1948. Shaw's brutal Nazi is become a gentle German full of ›od intentions, and happy endings e provided for the two American iends, but for all that the movie :hieves a surging exciting unity.

•

The “Merry Andrew” color ad ap:aring in the April issue of “Sevenen,” offers the readers a $50 prize they submit a winning rhyme about anny Kaye's new film. The names the winners of this MGM “Merry ndrew” contest will be printed in is column.

•

Such horror films as “I Was A een-age Frankenstein,” “I Married Monster from Outer Space” and The Fly” are a form of psychologi1 therapy for adolescents, accordg to Dr. Martin Grotzahn, who is professor of clinical psychiatry at e University of Southern California. r. Grotzahn's opinion is reported in e April 20 issue of “Parade.”

•

“ ‘Witness for The Prosecution’ is obably the best mystery melodrama years,” reports the April issue of :osmopolitan.” “It certainly is the ost baffling, and it gives Charles ıughton a magnificent opportunity let out all stops as the defense attrney.”

•

Patricia Owens, who is co-starred ith Robert Taylor and Richard Widark in “The Law and Jake Wade,” spotlighted in “The Lion's Roar” lumn appearing in the April 19 ue of “The Saturday Evening Post.”

•

“Chase A Crooked Shadow,” the urder mystery produced by Doug; Fairbanks Jr. in Spain, “is full suspense and has a climax that ll surely startle you” says Florence ›mers in the April issue of “Red›ok.” Anne Baxter and Richard ›dd are in starring roles.

•

A striking color ad on “South cific,” the Rodgers & Hammerstein usical, appeared in the April 13 ue of “The American Weekly.”

•

Engaging full color page photos Mylene Demongeot of “Bonjour istesse” appear in the May issue “Esquire,” which thinks that ylene's scene-stealing acting had all : zest of a crepe Suzette.

•

“South Pacific” starring Mitzi Gayr and Rossano Brazzi, is recomended in the April moviegoing dertment of “Parade.”

Walter Haas

Television Today

Who's Where

Jack Bower has been appointed eastern sales and service representative for the Commercial and Industrial Film Division of Loew's Inc., it was announced by **Dick Harper**, MGM-TV general sales manager. Bower will headquarter in the firm's New York offices.

□

Jack Lynn, whose background covers many phases of the television industry, will be named director of programming for WNTA-TV (Channel 13), effective May 7 when National Telefilm Associates begins operation of the station. Lynn will report directly to **Gerald O. Kaye,** who at the same time becomes president of Atlantic Television, Inc., the corporate owner of the station, and general manager of WNTA-TV.

ABC-TV Executives Meet in L. A. Friday

A meeting of ABC Television primary affiliate executives will be held in Los Angeles Friday, preceding the annual convention of the National Association of Broadcasters. The ABC Television and Radio Networks, in addition, will have a hospitality suite at the Biltmore Hotel in Los Angeles during the entire NAB convention, April 27 through May 1.

Goldenson to Attend

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, Inc., will head the ABC delegation, together with Simon B. Siegel, financial vice-president, AB-PT; James G. Riddell, president of WXYZ (Detroit) and effective July 1, ABC executive vice-president; Oliver Treyz, president of ABC Television, and Edward J. DeGray, ABC vice-president in charge of the radio network.

House Unit FCC-Probe To Resume Wednesday

From THE DAILY Bureau

WASHINGTON, Apr. 20.—The House Commerce Committee's subcommittee investigating the Federal Communications will reopen its hearings Wednesday. Chairman Harris (D., Ark.) said the testimony will deal with patents in the television and communications fields.

William Bauer First Witness

The first witness will be William H. Bauer, who recently retired as an FCC patent expert. Bauer said his testimony would concern patent practices of RCA and American Telephone and Telegraph Co.

GE Unveils Its New Low-Channel Antenna

Special to THE DAILY

SYRACUSE, N. Y., Apr. 20.—The General Electric Company's Technical Products Department today took the wraps off its new television broadcast antenna test site with the announcement of a new low-channel, VHF helical antenna that wraps around antenna supporting towers rather than being constructed on a separate mast atop the tower.

The new antenna test site, located atop a 1,350-foot-high hill at nearby Cazenovia, N. Y., is said to be the only such commercial site approaching “free space,” or having completely unobstructed test facilities. Thus, more precise measurements of high-gain antenna patterns may be obtained.

Called ‘Revolutionary’

Harold G. Towlson, manager of engineering for General Electric's Technical Products Department here, described design of the new antenna as “revolutionary.” It is designed for use on channels 2-6. High channels are defined as channels 7-13.

The new TV broadcast antenna, known as a VHF wrap-around helical antenna, consists merely of a heavy copper-clad steel rod, or helix, coiled around a section of the steel antenna tower. The helix is the antenna itself. No separate mast is required.

Television Is Making Big Gains Overseas

From THE DAILY Bureau

WASHINGTON, Apr. 20. – The U.S. Information Agency said today that television overseas had its biggest spurt in history during the first quarter of this year, when almost 2,100,000 new receiving sets went into operation.

The Free World added 1,500,000 receivers in the three-month period, and the Communist bloc countries 600,000, raising the combined total abroad to 18,478,800 as of March 31.

The Information Agency predicted that by the end of this year, 25,000,000 TV receivers may be in use abroad. This is a boost of 5,000,000 over original expectations for 1958. The Agency's figures exclude Canada, the United States and its territories.

While Western Europe put more than one million new television receivers into use during the three months, the period marked Japan's becoming the fourth overseas country to cross the 1,000,000 set-in-operation mark. The others are the United Kingdom, with 8,500,000; the USSR, 2,500,000, and West Germany, 1,500,000.

CBS Walkout

(*Continued from page* 1)

network. The union is composed of 1,300 cameramen and technicians in eight cities.

By the terms of Friday's agreement, the union members receive a three-year contract calling for a 6.4 per cent wage increase, retroactive to Feb. 1. In addition, they were granted a 2.4 per cent boost to go into effect Aug. 1, 1959. The IBEW workers now receive a weekly maximum of $175.

In New York a spokesman for CBS said they expected to have normal operations back in effect by the end of Sunday night's program schedule. Executives of the network had taken over cameras and control panels during the strike.

L.A. No. One Market For Spot Advertising

In the 20 cities regularly monitored by Broadcast Advertisers Reports, Inc. (BAR), Los Angeles is far and away the number one market when it comes to sheer volume of advertisers using spot television, it was announced at the weekend.

In a tabulation of its regular bimonthly monitorings, BAR reported that 1,549 separate brands and services used local schedules on the seven Los Angeles television stations between March 15, 1957, and March 14, 1958. This is in sharp contrast to the 867 brands heard by BAR on the six New York television stations during the year ending Feb. 28.

Scope Varies Widely

The 1,549 Los Angeles spot schedules varied tremendously in scope and duration. On March 15, 1957, 596 active schedules were counted. A year later, on March 14, BAR's monitor counted 615 active schedules, indicating that 934 schedules that were on the air at intervals during the year couldn't survive the rigors of Hollywood.

Lasky Joins Leonard

HOLLYWOOD, Apr. 20. – Jesse Lasky, Jr., has joined Herbert B. Leonard Productions in an executive capacity, with his first undertaking as assistant producer of “Rescue,” television film series.

EVERY DAY
ON EVERY CHANNEL
TV
BROOKS
COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800

"Attila"

TAKES THE NATION BY STORM!

Top **SITUATIONS** across the **NATION** equals true **SATURATION!**

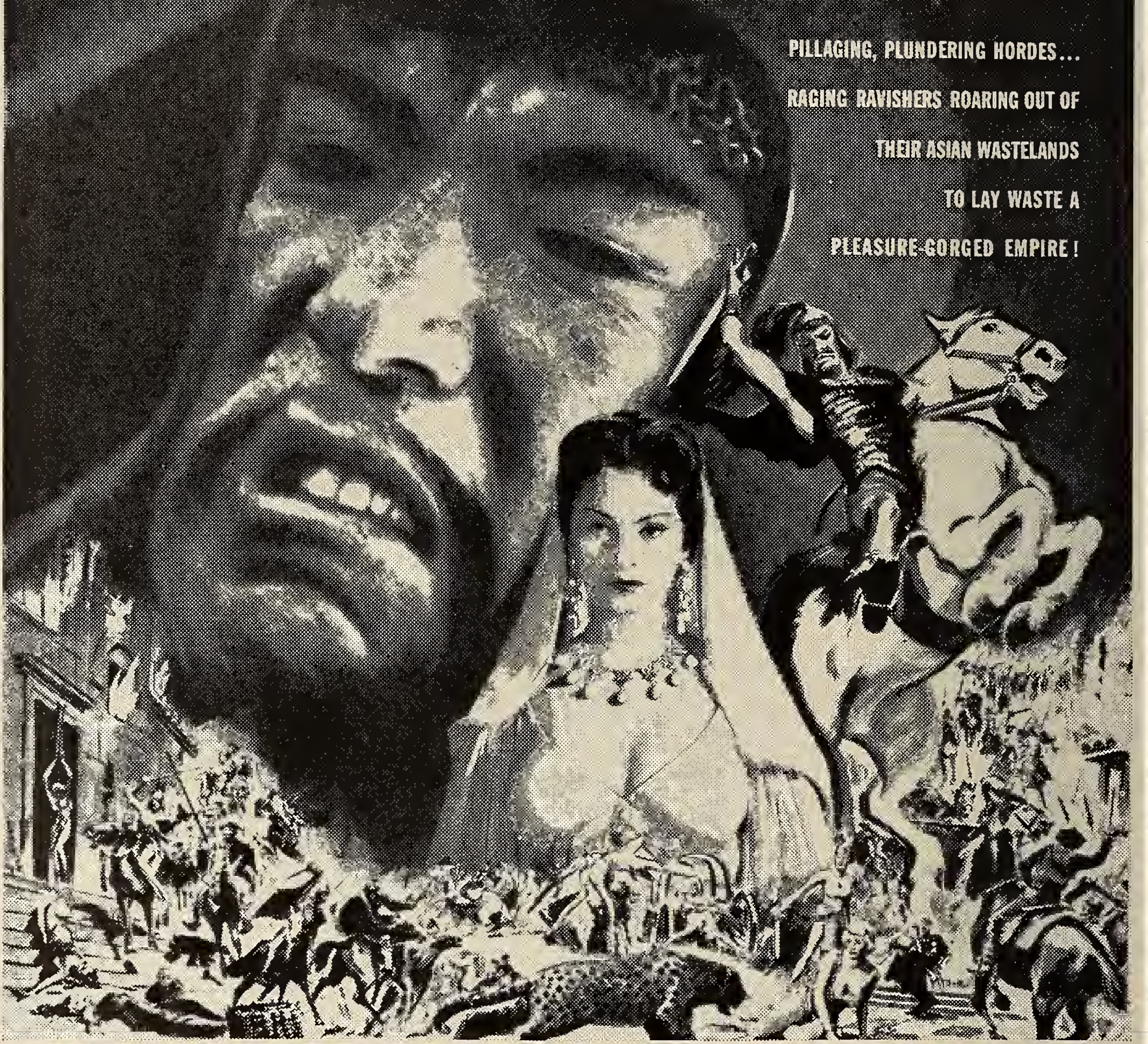
Teeing off with Smash, All-Out, Saturation Campaigns by Terry Turner following the pattern he set with "The Conqueror."

JOSEPH E. LEVINE PRESENTS

"Attila"

Surging Spectacle and Savagery Overwhelms the Screen with Passion and Violence!

PILLAGING, PLUNDERING HORDES...
RAGING RAVISHERS ROARING OUT OF
THEIR ASIAN WASTELANDS
TO LAY WASTE A
PLEASURE-GORGED EMPIRE!



ANTHONY QUINN · SOPHIA LOREN

as ATTILA THE HUN--History knows him as "the scourge of God"!...She knew "the Hun" as only a woman can!

as HONORIA--while all Rome trembled at the Huns approach, she trembled with desire for their emperor!

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INTERSTATE CIRCUIT
300 THEATRES
APRIL 23

IN LOS ANGELES
50 THEATRES · MAY 14

IN NEW YORK CITY
R.K.O. THEATRES
100 THEATRES · MAY 17

IN PITTSBURGH
STANLEY · **MAY 10**

IN PHILADELPHIA
STANLEY & 50 THEATRES during **MAY**

IN WASHINGTON, D. C.
MET and AMBASSADOR THEATRES
MAY 14

IN MILWAUKEE
WARNERS · **MAY 15**

NEW ENGLAND EMBASSY PICTURES
WEST COAST FAVORITE FILMS · (RED JACOBS)
NEW YORK ALBANY · BUFFALO ·(GEORGE WALDMAN)
PHILADELPHIA FANFARE FILMS (GEORGE WALDMAN-JOE SOLOMON)

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That
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MOTION PICTURE DAILY

Concise
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VOL. 83, NO. 78 NEW YORK, U.S.A., TUESDAY, APRIL 22, 1958 TEN CENTS

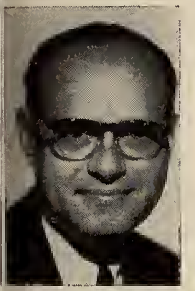
Gives Reasons

Pre-Selling Is Increasingly Vital—Lipton

'U' Sales Forces Now at Work on July, Aug. Films

By JAMES M. JERAULD

Pre-selling far in advance has become increasingly important in merchandising pictures for a variety of reasons, according to David Lipton, vice-president of Universal International, because the bulk of the income on high budget pictures must be obtained from first runs. Word-of-mouth advertising is not fast enough nowadays.



David Lipton

To meet this situation Universal's sales forces are now working on campaigns for July and August releases of six important productions which include extensive use of television spot announcements, previews which pro-

(*Continued on page* 3)

W-S-J, Her.-Trib. Note Wide Industry Upturn

In contrast to the recent widespread downbeat publicity generated by the Hollywood A. F. of L. Film Council's survey, the Wall Street Journal yesterday and the N. Y. Herald Tribune on Sunday devoted generous space to a more accurate and more current reporting of the uptrend in theatre attendance and in industry fortunes generally which has

(*Continued on page* 2)

Technicians 'Saved the Industry' Says Brackett at SMPTE Meet

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 21—The 83rd semi-annual convention of the Society of Motion Picture and Television Engineers opened here today at the Ambassador Hotel, with the temperature crowding the hundred mark and attendance edging upward from a morning registration figure of 1,382. Enthusiasm, as reflected at the opening day's get-

(*Continued on page* 2)

Friedman Named Para. Exploitation Manager

Joseph Friedman has been appointed Paramount Pictures exploitation manager, it was announced yesterday by Jerry Pickman, vice-president in charge of advertising, publicity and exploitation. Friedman, whose appointment is effective immediately, resigned his post as assistant director of field exploitation for Warner Bros. He joined that company's exploitation department in 1945, following World War II service with the Navy.

Joseph Friedman

Friedman, who will have his head-

(*Continued on page* 2)

AB-PT 13-Wk. Earnings Up

Estimated net operating profit of America Broadcasting-Paramount Theatres for the first quarter of 1958 was $1,854,000 or 43¢ a share compared with $1,743,000 or 40¢ a share for the

(*Continued on page* 3)

Cites Great Influence Of U. S. Films Abroad

Special to THE DAILY

TOKYO, Apr. 18 (By Air Mail)—American motion pictures have a "great influence" on the lives of the people in the Middle and Near East and

(*Continued on page* 4)

Barkers Arrive in London for '58 International Convention

From THE DAILY Bureau

LONDON, Apr. 21—Members of Variety Clubs International began arriving here at the weekend in preparation for their 1958 convention which gets underway Tuesday at the Savoy Hotel.

From the U.S. club members were arriving together in specially chartered flights. A group of 96, for instance. arrived yesterday from Philadelphia International Airport. Meanwhile, other delegates were expected from such diverse points as Mexico, Canada, Ireland and Japan.

The four-day convention officially begins tomorrow at 10 A.M., when a conference opens in the Abraham Lincoln Room of the hotel. This will be followed by a luncheon at which U.S. Ambassador John Hay Whitney will be guest of honor.

At a banquet tomorrow night the barkers and their wives will be welcomed at the Guildhall of the City of

(*Continued on page* 3)

Lewis Outlines Plan

UA to Spend $9,000,000 On Promotion

Largest Staff Ever Set For 12-Months Campaign

By VINCENT CANBY

In keeping with president Arthur Krim's recent description of United Artists as "at growth company," there is a "parallel growth" in the U.A. promotional operations, Roger Lewis told a trade press conference here yesterday at the home office.

Roger Lewis

The company's national director of advertising, publicity and exploitation announced that U.A. this month is launching a record $9,000,000 preselling program, to cover a period of 12 months, backed by the largest pro-

(*Continued on page* 4)

Report UA Sells Three Pictures to Russians

From THE DAILY Bureau

WASHINGTON, Apr. 21.—Russian film negotiators have completed negotiations with United Artists to buy three UA films, it was learned today.

The three are "Marty," "Bachelor Party" and "Summertime." No price was disclosed. The films would be flat sales for five years, which will be the situation for all films obtained

(*Continued on page* 4)

1957 Emmy Awards Section Pages 5-14

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., and JACK BYRNE, general sales manager of M-G-M, have left New York for the Coast.

•

A. F. BALDWIN, vice-president of the international division of National Theatre Supply Co., has left New York for Osaka, Japan, the first stop on an extensive tour of the Far East and Near East.

•

JOSEPH KAUFMAN, producer, has left New York for London.

•

JOHN L. BURROWS, producer, will leave Hollywood tomorrow for New Orleans.

•

LEON ROTH, United Artists West Coast publicity coordinator, will return to Hollywood today from New York.

Membership Fees Set For Title Registration

Under the self-sustaining-membership fee plan for the Title Registration Service which became effective last Friday, each participant is required to pay an annual membership fee of $65. The fee covers the continuing protection of titles previously registered and also postage, stationery and other incidentals.

Each participant in addition is required to pay a fixed fee of $70 for each group of 10 titles registered, up to a maximum of $1,470 for 201 titles and over.

Prior to approval of the new membership-fee plan by the Motion Picture Association board last week the entire service of the Title Registration Bureau was provided free to MPAA members and to non-members. With 280 non-members and only nine MPAA it became necessary to set up a minimum service charge to put the bureau on a self-sustaining basis.

Both MPAA members and independent producers will pay the same service charge.

Friedman Named

(*Continued from page 1*)

quarters at Paramount's home office, will supervise the company's field merchandising representatives. David Judson, who has been with the Paramount exploitation department since 1950, will serve as assistant to Friedman.

SMPTE Meet

(*Continued from page 1*)

together luncheon presided over by president Barton Kreuzer, was keeping space. Kreuzer attributed the increased attendance to the number and variety of technical papers and demonstrations on the program. Topics range from subliminal projection (MOTION PICTURE DAILY, page one, Apr. 18) through language translation machines to ultra-sonic television recording and beyond.

Monday afternoon's topic was closed-circuit television. The evening session was headed "Past and Future."

In a welcoming address at the noon session Charles Brackett, former president of the Academy of Motion Picture Arts and Sciences, thanked the delegates for making it possible for him and other "word men" to get into this branch of entertainment by inventing talking pictures, and continued:

"Now I want to move on from work you've done inside the framework of making pictures to the enormous contributions you've made in the presentation of pictures. The late Terry Ramsaye wrote, 'showmen are never inventors—and inventors are rarely showmen. Showmanship is ever concerned with exploiting the status quo and things in hand. Inventors are not concerned with status quo'. That's why its always you to whom the industry turns when it has grown drowsy sitting on its status quo."

Brackett told the delegates they have saved the industry frequently by "some brilliant new concept in picture presentation," mentioning 3-D, CinemaScope and Todd-AO.

GPL Paper Presented

The outstanding paper on the afternoon schedule was an explanation by General Precision Laboratories from Gillette showing how CinemaScope and VistaVision aspect ratios can be adjusted to television screen shape.

On the evening program Max G. Kosarin, U.S. Army Pictorial Center, reported on progress being made in this country, England and Russia in the development of the translation machine which, when perfected, may go far toward eliminating language barriers between nations.

Sound recording will be chief topic at the Tuesday morning session, with industrial photography and cinematography taking up the afternoon and evening meetings.

G. Mitchell Dies

MEMPHIS, Apr. 21. — Geoffrey (Jack) Mitchell, owner of Tri-State Theatre Supply Co., Memphis, was killed in a collision between his car and two trucks early today near Pickens, Miss. His wife, Mrs. Mary Dee Mitchell, was critically injured.

Mansfield Bill Would End Federal Admissions Tax

From THE DAILY Bureau

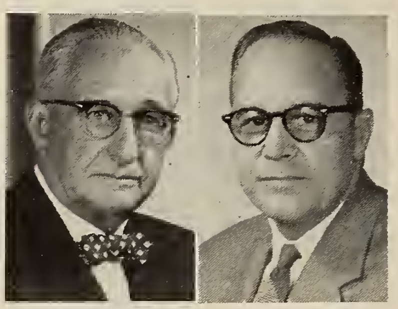
WASHINGTON, Apr. 21 — Senate Democratic whip Mansfield (D., Mont.) has introduced a bill to repeal the Federal admissions tax as well as many other excises.

Meanwhile House speaker Rayburn (D., Tex.) has stated that he wants an early Democratic decision one way or the other, on the matter of tax cuts.

VerMeulen Named Head Of American Seating

Special to THE DAILY

GRAND RAPIDS, Mich., Apr. 21. —James M. VerMeulen has been reelected president of the American Seating Company, succeeding H. M. Taliaferro, who has headed the company for the past 29 years. Taliaferro has been named chairman of the board. Other officers are J. E. Heidgen, vice-president, treasurer and secretary; and J. J. Thompson, vice-president and general sales manager.



H. M. Taliaferro J. M. VerMeulen

VerMeulen, who is the third president of American Seating and was previously executive vice-president, joined the company in 1927 upon graduation from Hope College of Holland, Mich. He began as an inspector of box spring seats in the upholstery department. After various plan posts, he became Eastern divisional manager in New York, and in 1945 returned to Grand Rapids as general sales manager.

Two Connecticut Film Men Are Dead

Special to THE DAILY

HARTFORD, Apr. 21.—Two Connecticut film men are dead.

Harold M. Donovan, 55, owner of the Strand Theatre, Seymour, died on the 24th anniversary of his wedding.

Thomas Fitzgerald (age not disclosed), projectionist at the Stanley Warner State, Waterbury, was killed in a traffic accident.

W.S. Journa

(*Continued from page 1*)

been taking place over the past se months.

The Wall Street Journal's art by Stanley Penn, staff reporter, given the "lead" position on its 1 yesterday. It included quotat from executives of producing tributing companies and circuit ex tives in many parts of the countr was headed: "Box Office Boost. Mo Going Turns Up As Theatres 1 Costly Pictures, 'Hard Sell'."

The story reported a "substan upturn in theatre business in prog since the first of the year and continuing. Some of the upturn is tributed by theatre operators to public becoming sated with televi and wanting a change to entert ment outside the home. Others people affected by the business going to theatres to forget t troubles. More top quality pict and better showmanship also are ci

Tucson Case Cited

Capitalizing on the too-much theory, the story says 12 theatres Tuscon, Ariz., are placing their on television pages of local ne papers and use of a trailer be every show stating, "Through courtesy of the management the lowing feature will not be interrup by any commercial message."

The Herald Tribune's new mo picture critic, Paul V. Beckley, ported in a vein similar to the W Street Journal's roundup in a Sun article headed "Movies: Still M Popular of Entertainments." It f tured the recent upbeat financial port of United Artists for 1957 the announcement of the compa future plans, and quoted executi of other companies on improved c ditions and encouraging manife tions for the future.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
DANNY KAYE
in "MERRY ANDREW"
co-starring PIER ANGELI
BACCALONI • NOEL PURCELL • ROBERT COOTE
In CinemaScope and METROCOLOR
An M-G-M Picture
and THE MUSIC HALL'S GREAT EASTER STAGE SHOW

YOU GET 'EM FAST
YOU GET 'EM RIGHT
When You Ge Your Speci TRAILER
From Good Dependa
FILMAC
NEW YORK 630 Ninth Avenue
CHICAGO 1327 So. Wabash

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.

're-Selling

(*Continued from page* 1)

le personal recommendations from ny people, use of recorded theme ıgs in all the pictures, plus heavy ɔmotion by the record companies, ırs by producers, directors and ncipal players. Lipton outlined the ɔgram at a trade press conference e yesterday.

'Personal recommendations from se who have attended previews are reasingly effective," he stated. There are bound to be some pices that will not live up to expectans and it is important to find out ir potentials as soon as possible, cause the cost of money is high, he d.

Good Runs Essential

"Pictures have to have runs in order pay off," he declared. "If we don't our money as rapidly as possible ring these runs, we may not get it all."

Many pictures, he pointed out, now l at advanced prices, and the obtions to these advances have de-ıed. This has been followed by an reased desire on the part of men l women to see the pictures while y are fresh.

Lipton has been in town for over week discussing plans with sales ɔartment executives. The six pices upon which he is now concenting are "Horror of Dracula," his Happy Feeling," "A Time to ve and A Time to Die," "Kathy-O," wilight for the Gods," and "Voice the Mirror,"

Speedup Planned

Lipton predicted there will be less ıe in the future between the comtion of a picture and its release the simple reason that quick rens on the investment are necessary l the growing number of indepenıts cannot afford to keep their instments tied up for long periods.

In addition to magazine and trade ɔer advertising, Lipton intends to in heavily for TV and radio spot ıouncements. Spots will be used on) stations on one picture at an estited cost of $50,000. Disc jockeys to be cultivated for the purpose pushing records.

pton Sees Business ickup Continuing

The pickup in theatre business ich first became apparent in Janu- is continuing, David Lipton, vicesident of Universal-International charge of advertising, publicity and ɔloitation, said yesterday and he ex-ts it to continue as the summer gresses.

Factors involved in this charge, he s, are:

. Television listening is off from to 15 per cent.

2. Planning of new TV programs aiming for September and strong grams will go off the air during y and August.

3. Unemployed workers are turning to theatres for recreation. This is especially noticeable in the pickup of matinee attendance.

4. Old pictures on the air have been holding up and this tends to increase interest in new pictures as conditions change.

SW Sets New Theatre Changes in Phila. As Part of 'Industry Trend'

Special to THE DAILY

PHILADELPHIA, Apr. 21—The large motion picture theatre with its huge seating capacity is becoming a thing of the past, because it "no longer blends with the new giant screens, new projection, new scope, and magnitude of pictures, designed to bring the audience into increasing intimacy with people and places on the screen," Frank J. Damis, vice-president of the Philadelphia and Washington zones of Stanley Warner Management Corp., said here today. He made the statement in announcing the circuit's completion of plans for altering its first-run theatre set-up here.

The new steps in modernization program include extensive refurbishing of the Stanley Theatre and razing of the Mastbaum with the land to be sold.

Remodeling for Stanley

The Stanley will be remodeled "into a modern intimate theatre incorporating every new comfort and refinement at a cost of upwards of several hundred thousand dollars," Damis said. He described the Mastbaum "as a casualty of progress" because of the trend toward smaller theatres. The theatre, which has a capacity of 5,000 seats, was built in 1929 at a cost of $5,000,000.

Already completed in the circuit's modernization program is reconstruction of the Boyd Theatre for Cinerama projection. The latter has also been furnished with additional equipment "to enable it to shift to other progressive media whenever found desirable," Damis pointed out. The Stanton Theatre has also been renovated.

Schulke Named V-P of Para. TV Productions

Jim Schulke, vice-president and general manager of Paramount Sunset Corp., has been named vice-president in charge of Paramount Television Productions, Inc. (KTLA), in addition to his association with Paramount Sunset. The appointment to this added duty is designed to increase efficiency and coordination between television production and programming, according to Paul Raibourn, president of Paramount TV.

Concurrently with Schulke's appointment, George Gallantz has been named assistant treasurer and director of KTLA.

The new appointments, Raibourn said, will in no way affect Paramount Sunset's previously announced plans in the television programming field for its facility rental policy.

Lew Arnold, KTLA's former general manager, resigned, effective last Friday.

AB-PT's Net

(*Continued from page* 1)

same period of 1957, Leonard H. Goldenson, president, reported yesterday. With capital gains of $104,000 compared with $36,000 in the same quarter of 1957, consolidated earnings amounted to $1,958,000 or 45¢ a share compared with $1,779,000 or 41¢ a share in 1957.

In his report to stockholders Goldenson said that AB-PT theatre business had responded favorably since the turn of the year with the showing of a number of motion pictures "which were especially attractive to the public." Although not fully up to the high level of the first quarter of 1957, theatre business at the end of the quarter was running ahead of 1957 he added.

The company is "continuing to strengthen its theatre portfolio by eliminating marginal properties" the report said. Six theatres were disposed of in the first quarter either through lease termination, commercialization or sale. The ABC television operation also showed improvement in the first quarter. Gross time billings for the ABC Television Network increased approximately 36 per cent over the same 1957 period which was a substantially greater increase than for the other networks.

The annual meeting of AB-PT stockholders will be held in New York on May 20.

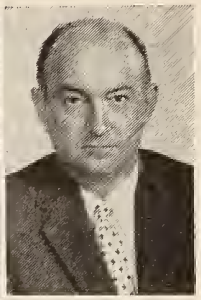
V. C. Barkers

(*Continued from page* 1)

London at which the guests of honor will be the Lord Mayor and the Lady Mayoress of London and the Earl and Countess Mountbatten of Burma.

The schedule for Wednesday calls for election of international officers in the morning, to be followed by a visit to A.B.P.C. Studios at Elstree and lunch. There will be a buffet supper and dance at the Savoy to follow that night.

John Rowley
Int'l Chief Barker



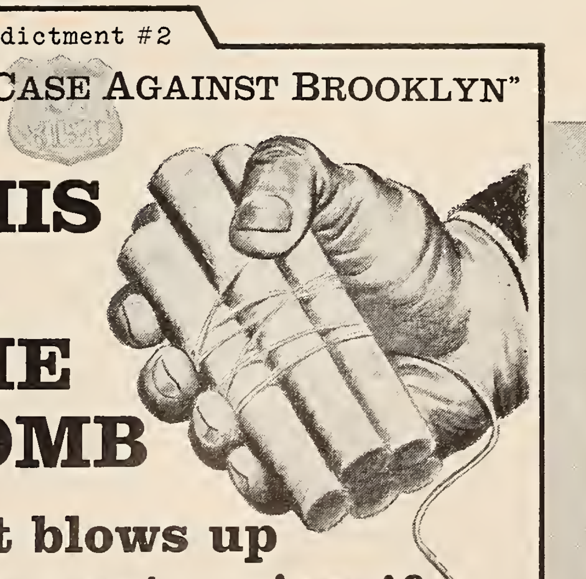
George Hoover
Exec. Director

On Thursday general conference meetings will be held at 10 A.M. and resumed after lunch at 2:30 P.M. In the evening a dinner and dance at Grosvenor House are scheduled.

No meetings have been set in the daytime Friday, but that evening the Heart Award dinner will be held at Dorchester House. Presentation of the award will be made by the Duke of Edinburgh.

Twelve British charities are to receive donations at one or another of the banquets during the week. Part of the amount of the donations will be realized from advertising in the convention brochure and the rest by registration fees paid by the delegates.

Indictment #2
in
"THE CASE AGAINST BROOKLYN"



THIS IS THE BOMB that blows up an honest cop's wife... in Brooklyn!

IT'S HAPPENING NOW—BOOK IT NOW! from COLUMBIA!

Rank to Take Over B.L. Print Handling

From THE DAILY Bureau

LONDON, Apr. 18 (By Air Mail)—A further step in the rationalisation of the British industry is announced by British Lion Films and Rank Film Distributors, whereby the handling of the former's prints throughout the United Kingdom is to be taken over by Rank from May 17.

This step is regarded as a service function independent of selling and one which enables both companies to have the benefit of the economic operation associated with handling a large volume of prints.

Some of the personnel of British Lion are being absorbed by the enlarged Rank servicing section and some of their dispatch premises will also be taken over. British Lion will maintain all its existing branches in the U. K. and its sales organisation will not be affected in any way by this change.

Cites Great Influence

(*Continued from page* 1)

Southeast Asian countries, according to Shiro Kido, president of the Shochiku Co., Ltd., and board chairman of the Motion Picture Producers' Association of Japan.

Kido recently returned here after an extensive tour of those areas. He said the trip had convinced him "of the internationality of motion pictures." Every person he met there, he added "was also very anxious to learn of foreign countries through films. This has made me determined that we should do our utmost in the motion picture field and thereby promote a better understanding among peoples of the world."

Pleased by Festival

Kido also commented on the second annual Japanese Film Week held in New York last January. He described this year's event—the second—as "successful to a greater extent that we presumed."

Several facts had been learned about the film week which can be used to improve future ones, he said. "Presentation of films should be classified respectively from the viewpoints of both art and business, no matter what reactions they might draw from our domestic audiences; re-editing, English subtitling and other technical problems should be reconsidered and should be improved from a new angle, etc."

Bloomer Dead; Was On TOA Executive Unit

Ted Bloomer, president of Bloomer Amusement Co., Belleville, Ill., died of a heart attack at his home in that city on Sunday, according to word received at Theatre Owners of America headquarters here yesterday.

Bloomer had been a member of the TOA executive committee for many years and was a past president and chairman of the board of the Missouri-Illinois Theatres Ass'n.

UA Will Spend $9,000,000 on Promotio

(*Continued from page* 1)

motional staff ever employed by the company. Included are the campaigns for 18 "blue-chip" features, currently underway or in advanced preparation, plus active campaigns for 10 other features.

The 18 top films include 14 set for release from April through December this year and four that will be in the 1959 schedule. Launching the big drive, said Lewis, follows a "programmed buildup of U.A.'s ad-publicity - exploitation organization," which now is comprised of about 45 men including the personnel working on Michael Todd's "Around the World in 80 Days."

May Be Increased

Lewis said he thought it was especially significant that U.A. had set this top promotional budget and increased the number of ad-publicity personnel to a new high at a time when other companies were cutting down and contracting in both ways. And, he added, it's probable that the promotional budget will be increased still further "as we go along."

U.A., he said, believes that "an effective campaign begins with the inception of the idea of the specific film" (thus plans for the New York premiere for "The Vikings" were underway even before the cameras started shooting), but the bulk of the promotional budget will be spent on the merchandising level.

That is, he said, the greatest impact of a campaign should coincide with the time when people can buy tickets to the particular film.

However, he noted, "what we are doing is effective only if it is supported on the exhibition level. The extent to which exhibitors use the merchandising tools we give them spells the success or failure of a campaign."

The benefits being derived from the close integration of the promotional activities for U.A. theatrical films, along with its recording and TV subsidiaries were stressed by Lewis. "Our field men," he said, "who are now promoting records and TV activities are, consequently, more valuable as film promoters. They are able to make more effective use of all the promotional media."

Seven Officials Participate

Participating with Lewis in the press conference were Al Tamarin, vice-president of U.A. Records, plus Fred Goldberg, executive assistant to Lewis; Mort Nathanson, publicity manager; Mori Krushen, exploitation manager; Joseph Gould, advertising manager; Leon Roth, West Coast publicity coordinator, and Samuel Cohen, foreign publicity manager.

Tamarin, noting that teenagers are still the basic film audience, described records as "the channel of communications to them," with records forming a valuable promotional tool for films, and vice versa.

Encouraging results have already been registered in U.A.'s search f
new methods to stimulate attendan
Lewis said, and the program will
continued and expanded. He cited
recent examples the advertised p
views for "Witness For The Prosec
tion," the special women's campai
for "Run Silent, Run Deep," off-th
amusement-page ads and the enlisti
of disc jockeys and their radio sho
to bolster teenage patronage.

Global Aspects Emphasized

The global aspects of the big U.
drive feature day-by-day liaison wi
the West Coast publicity offic
headed by Roth, the foreign publici
department managed by Cohen, a
the Paris office of Francis M. Winik
executive assistant to vice-preside
Max E. Youngstein. Starting with t
pre-production promotion, eve
phase of each campaign is carri
through on a world-wide scale. As
illustration of this policy, Lewis not
that many domestic tie-ups and co
tests are now used or adapted f
overseas.

Compared with Foreign Methods

There are, however, some importa
differences in the type of exploitatic
that goes in this country and th
which goes abroad, he said. Americ
audiences (and TV networks), he sai
prefer their exploitation "featurette
to emphasize "behind the scenes" a
gles, while European audiences lik
to see scenes from the actual fil
itself.

Response to Tesma Trade Show Is Big

Immediate response to the 1958 Tesma Trade Show brochure recently mailed by the Theatre Equipment and Supply Manufacturers Association, has been greater than expected, reports Tom LaVezzi, president of Tesma. This year's display will be conducted by Tesma in association with the national convention of Allied States Association at the Hotel Morrison in Chicago, October 12-15.

"We had believed that booth space buyers might be a little slower than usual," said LaVezzi. "The first rush for the best available space is almost always an indication of how successful the show is going to be, and nearly all Tesma members have reserved space. This will be assigned to them on a first-come-first-served basis. Several of the more prominent concessions firms also have taken booths."

October Meeting in Florida

The National Association of Concessionaires will hold its 1958 convention and trade show in connection with the convention of Theatre Owners of America, in Miami Beach, October 21-25.

The Theatre Equipment Dealers Association will also meet during the Tesma convention, and the morning of the first day will be reserved, LaVezzi said, exclusively for Teda members to view the trade show.

Twin City Projectionist Strike In Settlement

Special to THE DAILY

MINNEAPOLIS, Apr. 21.—Pickets were removed from 11 Twin Cities drive-in theatres over the weekend following the settlement Saturday of a dispute with Minneapolis and St. Paul projectionists' locals over the new contract calling for a one-man booth.

Under the new contract, which ends an eight-day lockout, the single operator will receive $175 for a 43¼-hour week as compared to $137.50 per man for a two-man booth last year. The contract also provides for $3.50 weekly raises in each of the next three years. Ten per cent of the present pay scale will be placed on a special pension fund.

3 and 4 Features Pack Chicago Drive-Ins

Special to THE DAILY

CHICAGO, Apr. 21.—Triple and quadruple feature programs are packing the customers in at Chicago drive-in theatres.

The Skihi Drive-In enjoyed such "tremendous success" with a four-feature program earlier this month that it opened another quadruple bill Friday.

The M and R Drive-In Theatres, including the Sunset, the Double and the Bel-Air, opened triple feature programs the same day. In addition the Double and Bel-Air offered a double feature program on their secon
screens.

Say UA Sells

(*Continued from page* 1)

by the Russians in their talks wit
U.S. film negotiators today post
titling will be done in Russia, subje
to the approval of the America
companies.

A full meeting of top Russian an
U.S. film negotiators today post
poned until their next meeting
probably Wednesday afternoon, ac
tion to ratify the Russian agreemen
with U.A. All agreements with indi
vidual companies on film sales mus
be ratified at plenary sessions of th
top negotiators.

The Russians have finished thei
talks with United Artists, and re
sumed negotiations with Warne
Brothers officials here this afternoon
Tomorrow they hope to move on t
Universal and Loew's, and o
Wednesday to 20th Century-Fox
They've also been negotiating wit
RKO and Columbia.

A spokesman for United Artists a
the home office yesterday said tha
while the company has been negotiat
ing with the Russians for several films
he has not been advised of the con
summation of any deals.

N OUR VIEW

MMY bestowed her accolades on her chosen few last week to the usual subsequent reactions of pain, plause and general comment. At any e, no one in a position to be vocal out it, in person or in print, denied nself the opportunity. So who are to forbear?

•

n the first place, the show as such s pretty good. Let us say it was t about as good as a show of this aracter could be. The genius hasn't ppened around yet who can make iting, dramatic or unusually enter-ning or outstandingly interesting picture of an obviously happily itered performer bounding up a np or stairs to accept a small piece mantel decor. There is excitement, course, among those on the ground, : very little of it carries across the living room. And this is not ant to be critical. It is rather fac-l, and as a matter of fact, we ught, we repeat, that it was pretty od—even if Pontiac got too much its money in the final half-hour. il Silvers' entrance was a gem of usement; Milton Berle was never ter—and he can ad lib with the best them.

•

As for the awards, of course, fault be found with some of the selec-ns. But that's what makes horse es. At least, the winners were ected by a jury of their peers, ich is the right honorable demo-tic way, bless it. Someone popped recently for these ears with the ggestion that the selections should made by the public. Theoretically, e, but in practical application, no od and impossible, for several rea-is. In the first place it would be nost impossible to administer it operly, and be far too costly; and ondly, a fair and reasonable count ald only be obtained if the viewers d an opportunity to look at every tional network program, practically oughout the year.

•

Let us not for a moment overlook values in such awards as the nmy honors. They are a criterion, nothing else. They are a goal, an n, something to shoot at, and they recognition for a good job done. at last has enormous morale value, d carries over into the sum total day-to-day and week-to-week tele-ion endeavor. They have the addi-nal marginal value, if you will, arousing a degree of excitement, ticipation and desire to see on the rt of the vast television audience. d interest-arousing stimulation of t sort never hurt any medium or oduct.

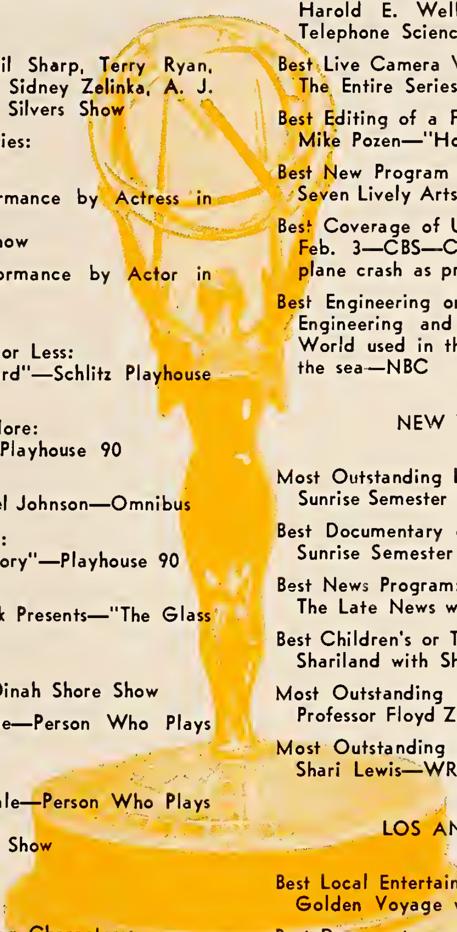
The Academy of Television Arts d Sciences is doing a fine job, in e direction of the Emmy awards d in other phases of its program; it should be maintained at the highest level possible.

A quote or two from the Emmy show closing remarks of Eric Sevareid bear repeating, and a bit of study. Mr. Sevareid said: "You have been watching tonight some of the most powerful people in the world. Not necessarily the widest or most gifted. But the most powerful. The power to compel the eye and the ear is the greatest power there is . . . for it is the power to affect thought."

That will do with the bit of reflection, and is worth remembering—always. —*Charles S. Aaronson*

Winners of '57 Emmy Awards

The following personalities and programs were the winners of the annual "Emmy Awards of the Academy of Television Arts and Sciences."



Best News Commentary:
Edward R. Murrow—See It Now—CBS

Best Musical Contribution for TV:
Leonard Bernstein—J. S. Bach—Conducting and Analyzing—Omnibus

Best Comedy Writing:
Nat Hiken, Billy Friedberg, Phil Sharp, Terry Ryan, Coleman Jacoby, Arnold Rosen, Sidney Zelinka, A. J. Russell and Tony Webster—Phil Silvers Show

Best Public Service Program or Series:
Omnibus

Best Continuing Supporting Performance by Actress in Dramatic or Comedy Series:
Ann B. Davis—Bob Cummings Show

Best Continuing Supporting Performance by Actor in Dramatic or Comedy Series:
Carl Reiner—Caesar's Hour

Best Teleplay Writing—Half Hour or Less:
Paul Monash—"The Lonely Wizard"—Schlitz Playhouse of Stars

Best Teleplay Writing—Hour or More:
Rod Serling—"The Comedian"—Playhouse 90

Best Single Performance by Actor:
Peter Ustinov—The Life of Samuel Johnson—Omnibus

Best Single Performance by Actress:
Polly Bergen—"Helen Morgan Story"—Playhouse 90

Best Direction—Half Hour or Less:
Robert Stevens—Alfred Hitchcock Presents—"The Glass Eye"

Best Direction—Hour or More:
Bob Banner—The entire series—Dinah Shore Show

Best Continuing Performance—Male—Person Who Plays Himself:
Jack Benny—Jack Benny Show

Best Continuing Performance—Female—Person Who Plays Herself:
Dinah Shore—Dinah Shore Chevy Show

Best Comedy Series:
Phil Silvers Show

Best Dramatic Series with Continuing Characters:
Gunsmoke

Best Musical, Variety, Audience Participation or Quiz Series:
Dinah Shore—Chevy Show

Best Dramatic Anthology Series:
Playhouse 90

Best Continuing Performance by an Actor in Leading Role in Dramatic or Comedy Series:
Robert Young—Father Knows Best

Best Continuing Performance by Actress in Leading Role in Dramatic or Comedy Series:
Jane Wyatt—Father Knows Best

Best Single Program of Year:
"The Comedian"—Playhouse 90

Best Art Direction:
Rouben Ter-Arutunian—"Twelfth Night"—Hallmark Hall of Fame

Best Cinematography for TV:
Harold E. Wellman—"Hemo the Magnificent"—Bell Telephone Science Series

Best Live Camera Work:
The Entire Series—Playhouse 90—CBS

Best Editing of a Film for Television:
Mike Pozen—"How to Kill a Woman"—Gunsmoke

Best New Program Series of Year:
Seven Lively Arts

Best Coverage of Unscheduled Newsworthy Event:
Feb. 3—CBS—Coverage of the Rikers Island (N.Y.) plane crash as presented on "World News Roundup"

Best Engineering or Technical Achievement:
Engineering and camera techniques on Wide, Wide World used in the mountains, in the air and in and on the sea—NBC

NEW YORK LOCAL AWARDS

Most Outstanding Live Local Program:
Sunrise Semester with Prof. Floyd Zulli, Jr.—WCBS-TV

Best Documentary or Educational Program:
Sunrise Semester with Prof. Floyd Zulli, Jr.—WCBS-TV

Best News Program:
The Late News with Ron Cochran—WCBS-TV

Best Children's or Teen Age Program:
Shariland with Shari Lewis—WRCA-TV

Most Outstanding Male Personality:
Professor Floyd Zulli, Jr.—WCBS-TV

Most Outstanding Female Personality:
Shari Lewis—WRCA-TV

LOS ANGELES LOCAL AWARDS

Best Local Entertainment Program:
Golden Voyage with Jack Douglas—KCOP

Best Documentary or Educational Programs:
Harvest—Dr. Frank Baxter—KRCA

Best News Program:
Clete Roberts Special Report—KNXT

Best Sports Program:
Gil Stratton Sports Show—KNXT

Best Children's Program:
Faith of Our Children—KRCA

Most Outstanding Male Personality:
Clete Roberts—KNXT

Most Outstanding Female Personality:
Miyoshi Umeki—KNXT

Best Local Station Production Seen Also Outside Los Angeles:
I Search for Adventure with Jack Douglas—KCOP

SPG Meeting May 6

HOLLYWOOD, Apr. 21. – The Screen Producers Guild annual membership meeting has been postponed from May 5 to 6. The board meeting and election of officers are on the agenda.

To the members of the

ACADEMY OF TELEVISION ARTS & SCIENCES

Most Gratefully

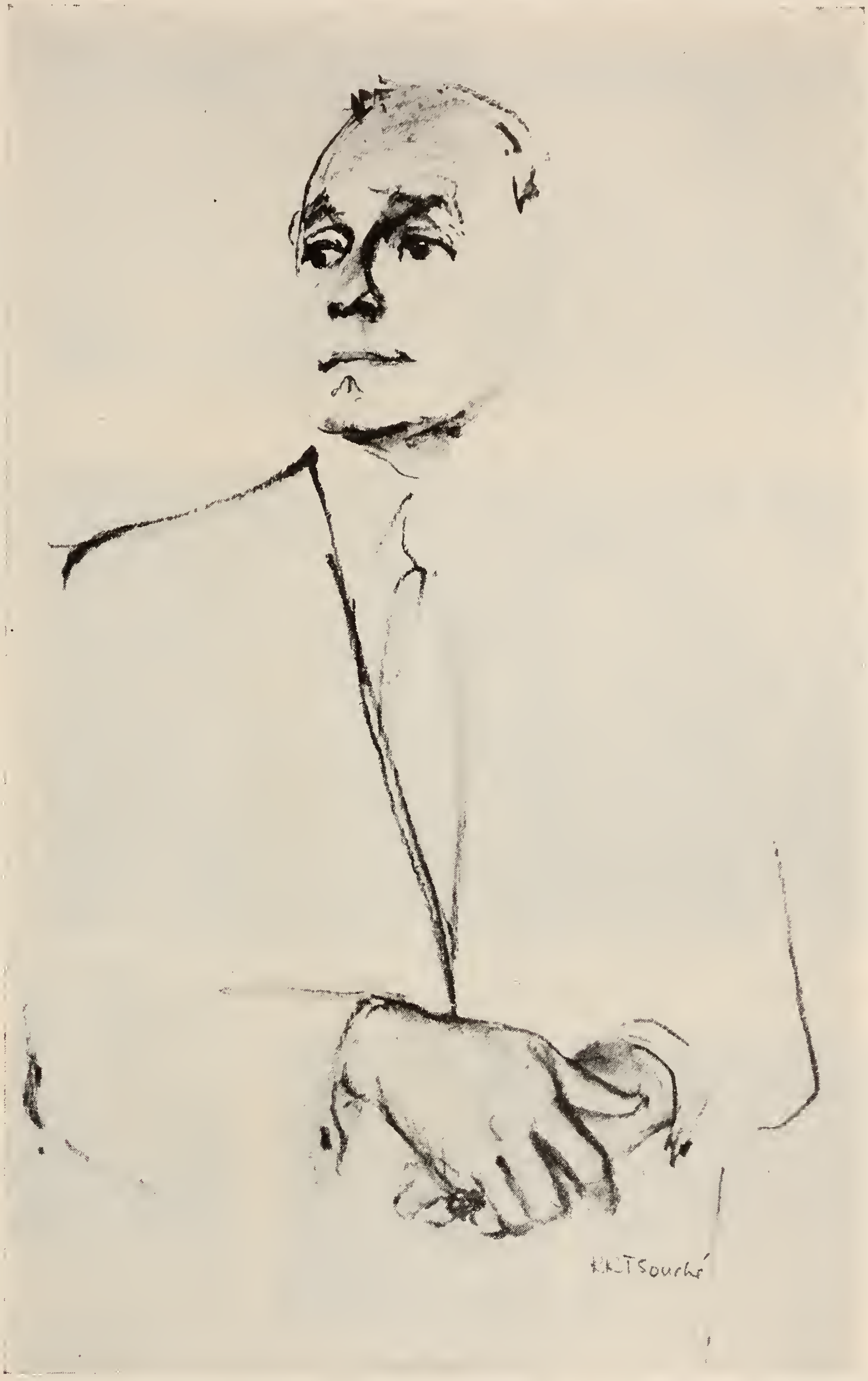
Polly Bergen

Best single performance by an Actress

"HELEN MORGAN STORY"

Playhouse 90.

Thanks



Best Continuing Performance By A Comedian

Who Essentially Plays Himself

AND

First Trustees Award

For his Contribution to the
television industry through the years

This was Emmy's night...

This was a year when television with Em and the screen with Oscar, surprised themsel by serving on a necessarily lengthy program entertainment thorough, consistent, planr reasoned, and precisely seasoned with come

Television's hour and a half, like the film indu held its watchers and apparently at least char most, taking as an indice normally critical ne writers. It was Television Academy's tenth y and film clips and "oldtimers" showed those y indeed have been historic.

This was Phil Silvers' "Kwai" march-on, which amused so many

Winners Carl Reiner, Peter Ustinov, Polly Bergen, Silvers

Winner Jack Benny, himself

Winner Dinah Shore, as herself, with Perry Como

They watched . . . and waited

Miss Bergen, with Richard Rodgers

Red Buttons, amused

Robert Stevens, a best director

Sid Caesar, who "came back"

Dave Garroway and Uncle Miltie, veterans

George Gobel, Danny Thomas: gags

Thank you, Academy Members
I am so deeply grateful
And thanks to my wonderful team.

With all my love,

Dinah

P.S. And to you, dear Bubba, congratulations.
We're all so proud of you.

D.

To the Academy Members—
Thank you
and thanks to the one and only
DINAH
and our wonderful show staff

Bob Banner

BEST CONTINUING PERFORMANCE IN A SERIES

BEST MUSICAL VARIETY SERIES

BEST DIRECTOR — One Hour

"Dinah Shore Chevy Show"

MANY THANKS TO THE
MEMBERS OF THE ACADEMY,
TO "HITCH," JOAN AND TO
MY CO-WORKERS AT REVUE

Robert Stevens

BEST DIRECTION
(Half Hour)
"THE GLASS EYE"
ALFRED HITCHCOCK PRESENTS

My Sincere Thanks To
The Academy
Of Television Arts and Sciences

PETER USTINOV

Best Single Performance—Actor

"The Life of Samuel Johnson"

OMNIBUS

The officers and staff of General Film Laboratories
congratulate the television industry
and all those who so greatly contributed
to its ever-increasing
and far-reaching success during the past year.
We especially salute
all recipients of Emmy Awards

GENERAL FILM LABORATORIES CORP.
1546 ARGYLE AVE. HO. 2-6171

Academy Now Functioning Nationally

THE Emmy Awards for 1957, presented in nationally telecast ceremonies at the Seventh Regiment Armory in New York and the Cocoanut Grove room in Los Angeles April 15, were the tenth such presentation. But they were also the first for the newly born National Academy of Television Arts and Sciences, and marked a milestone in the growth of the medium to adult stature.

Ed Sullivan, first president of the National Academy, explains the paradox this way:

"The beginnings of the Academy of Television Arts and Sciences were small and very localized. It began in 1947, in Los Angeles, and represented the interests of west coast television exclusively. For years, while the industry grew and expanded, the Academy and the Emmy Awards remained a product of Los Angeles. In November, 1955, a group of us felt very strongly that this organization if it were truly to represent television as a national industry, must develop chapters in New York and throughout the country.

Aided by Coast Group

"Thus, with the help given by the Los Angeles group, the New York Chapter was born, the Emmy Awards became truly representative of the entire industry, and the Academy changed its character."

"This didn't happen overnight," Sullivan continues in the National Academy's first newsletter to its members. "From November, 1955, until July, 1957, many of the regional interests of the two Chapters had to be resolved in the interest of developing our industry-wide purpose. But it did happen. On July 1 a National Board of Trustees took office, New York and Los Angeles became charter Chapters and new Chapters are being developed in Baltimore, Chicago, San Francisco, Seattle and Washington, D.C."

Purposes Defined

The purposes of the Academy according to its charter are "to advance the arts and sciences of television and to foster creative leadership in the television industry . . . for artistic, cultural, educational and technological progress." A principal function is to recognize outstanding achievements in the industry for conferring annual awards of merit, the gold Emmy statuette, as an incentive for greater achievement within the industry.

A national awards committee, consisting of representatives from the various membership classifications which range through executives, performers, technicians, musicians, everyone connected with the production or broadcasting of television entertainment, makes recommendations to the Board of Trustees as to the best method of dealing impartially with all classes of programs, performers and crafts.

Active Members Vote

All the craft guilds and unions submit entry forms for awards in their own fields from which a Nominations Ballot is prepared. The nominations are voted upon by the active members of the Academy and from this vote emerge the five nominees in each category. From this slate the active members of the Academy vote for the winners by secret ballot. All balloting for the awards is supervised and tabulated by Price Waterhouse and Company.

At present there are about 3,000 active members in Los Angeles and New York.

Forums Established

To further implement the dedication in its charter the Academy has developed a wide range of activities and projects for its members and other professionals who want to become a part of the industry. Already in progress are a series of forums in New York and Los Angeles covering a wide range of subjects aimed at broadening the interest and knowledge of the industry for Academy members.

Writers Given Assistance

In New York a Workshop for writers, with a faculty made up of the leading television playwrights is providing professional writers in other media with the knowledge and tools to turn their proven talents to television writing. A similar project is proposed for Los Angeles with the Writers Guild of America, West, co-operating. High on the agenda of both chapters is the development of new local Chapters. Another project is the establishment of a library to provide storage and a method of distribution to the trade and the public of outstanding television films and kinescopes.

'Immy' now 'Emmy'

The Emmy statuette, incidentally, was designed by artist Harry R. Lubeke, the Academy's president in 1949. The name was derived from "Immy," engineering slang for an early type of television camera called the Image Orthicon.

Thank You

MIKE POZEN

BEST EDITING OF A FILM FOR TELEVISION

"HOW TO KILL A WOMAN"

"GUNSMOKE"

A Filmaster Production

With Sincere Thanks

ROD SERLING

Best Teleplay Writing

One Hour Or More

"THE COMEDIAN"

Playhouse 90

Congratulations to:

HAROLD E. WELLMAN, A.S.C.

Best Cinematography for Television

"HEMO THE MAGNIFICENT"

Bell Telephone Science Series, CBS — Produced by Frank Capra

MIKE POZEN

Best Film Editing

GUNSMOKE, "The Quick And The Dead"

CBS — Produced by Filmaster Productions, Inc.

GUNSMOKE

CBS — Produced by Filmaster Productions, Inc.

Best Dramatic Series with Continuing Characters

JACK BENNY

Jack Benny Show, CBS

Produced by J & M Productions

Best Continuing Performance (Male) in Series by Person Who Essentially Plays Himself

PAUL MONASH

Schlitz Playhouse, "The Lonely Wizard"

CBS — Produced by Revue Productions

Best Teleplay Writing (Half-Hour or Less)

ROBERT STEVENS

Alfred Hitchcock Presents, "The Glass Eye"

CBS — Produced by Revue Productions

Best Director (Half-Hour or Less)

JACK DOUGLAS

Best Local Entertainment Program and Best Local Station Production
(seen also outside Los Angeles)

"I Search for Adventure" — KCOP

Produced on film as "Bold Journey" for showing outside of
Los Angeles by Advenco Productions

We are proud to be doing the film processing on these Award Winning Shows

CONSOLIDATED FILM INDUSTRIES

Hollywood **California**

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 79 NEW YORK, U.S.A., WEDNESDAY, APRIL 23, 1958 TEN CENTS

Action By May 15

Await Ideal Ticket Tax Relief Bill

Prefer Measure Originating In House, Not the Senate

From THE DAILY Bureau

WASHINGTON, Apr. 22.—Industry observers of the legislative scene here, while not unappreciative of the inclusion of the Federal admission tax in the list of Federal excise taxes which would be eliminated under the bill introduced this week by Senate Democratic "whip" Mike Mansfield, nevertheless are of the opinion that one better suited to the purposes of the industry will make its appearance later on.

Compo, they are sure, would prefer to see admission tax relief included in legislation originating in the House where, traditionally, tax legislation has

(*Continued on page* 4)

Recording, Photography Subjects at SMPTE

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 22. — The program of the 83rd convention of the Society of Motion Pictures and Television Engineers stretched out to 13 hours on this second day of papers, demonstrations and press conferences, with events centering on fundamentals.

The morning session was devoted to sound-recording, with six organizations submitting their systems and

(*Continued on page* 5)

Television Today Page 5

London Smiles, Officials Welcome 890 Barkers, Wives at Variety Meet

By PETER BURNUP

LONDON, Apr. 22—The Variety Club International convention opened happily here today with London wearing her most benign Springtime air for the first time this year. James Carreras, chairman of the annual convention committee welcomed the 890 registered delegates and handed John H. Rowley, International Chief Barker, the symbolic key of the City of London.

The chartered airplane bearing the New York Tent delegation was delayed by weather but was expected to arrive later this evening.

R. J. O'Donnell, International Ringmaster, in a welcoming address stressed the fact that the Variety Clubs' achievements now enjoy worldwide respect. "Variety," he declared "year in and year out never ceases its welldoing but the London Tent,

(*Continued on page* 4)

N. M. Schenck Honorary MPA Board Member

N. M. Schenck

Nicholas M. Schenck, former president of Loew's, Inc., has been elected a Class E member of the Motion Picture Association of America and an honorary member of the MPAA board of directors. He is the first such honorary member to be named by the board.

The action was proposed by Eric Johnston, MPA president, and approved at the April 17 meeting of the board. It was taken in recognition of Schenck's "long and devoted service to MPAA and the industry."

Schenck was a member of the MPAA board from October, 1927, to January, 1957.

J. B. Dumestre Dies; Variety Int'l. Dough Guy

Special to THE DAILY

ATLANTA, Apr. 22 — Funeral services were held here today for John B "Jack" Dumestre, 64, president of the Southeastern Theatre Equipment Co. and International Variety Club dough guy. Dumestre died Sunday night in a local hospital to which he had been confined after a

(*Continued on page* 4)

Mayor Pledges Full N.Y.C. Support In Production of All Types of Films

Mayor Robert Wagner and the municipal government will do everything in their power "to create an atmosphere of enthusiasm for the production in New York City of all types of motion pictures."

The Mayor made this clear at a meeting yesterday afternoon in his office attended by Nathan Zucker, Martin H. Poll, and Wallace Ross, representing the Film Producers Association; Stanley Lowell, first assistant to the Mayor, and Vincent J. O'Shea, deputy commissioner of the Department of Commerce and Public Events. Wagner instructed Lowell to arrange a meeting for early next week of the heads of the police, fire, housing and tax departments and the borough presidents to enlist their full support in facilitating location shooting anywhere in the city, and to consider suggestions for changing antiquated provisions of codes which impede such production in any way.

In addition, the Mayor promised to

(*Continued on page* 5)

Vogel Announces:

Siegel Named Loew's New Studio Head

Exact Terms of 3-Year Agreement Not Revealed

Sol C. Siegel will become head of M-G-M studio operations under a three-year agreement announced yesterday by Joseph R. Vogel, president of Loew's, Inc. Exact terms of the deal were not revealed.

Sol Siegel

In a statement issued here Vogel expressed satisfaction that negotiation with Siegel, conducted for some time, had been satisfactorily concluded. He said it would be Siegel's task "to supervise the utilization of the largest single asset of the corporation and to

(*Continued on page* 4)

Hicks Leaving Loew Int'l For Post at Dartmouth

Orton Hicks, a director of Loew's International Corp., in charge of M-G-M's world-wide 16mm operations, has been released by Loew's to accept the position of vice-president of Dartmouth College, it was announced here yesterday. He will continue to be available as a consultant to the film company.

President John Sloan Dickey of Dartmouth said that Hicks will be associated with him in all phases of the college's public affairs work, particularly in the fields of development, alumni activities, and public relations. He expects to assume his new duties June 1.

Lifelike color in every scene Pathé LABORATORIES, INC. NEW YORK AND HOLLYWOOD

CALL PATHE NOW FOR EVERY FILM NEED: IN B&W OR COLOR Speed, Quality and Service at Low Cost • Specializing in 35mm Color Developing • Dailies • 16mm Color Prints • Precision Opticals • Title Stand Work

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, left New York yesterday for Hollywood.

•

CY LANGLOIS, president of Filmusic Co., and **TED ROSEEN**, vice-president, will leave here tomorrow for the Coast.

•

HAROLD MIRISCH, president of the Mirisch Co., has arrived in New York from Hollywood.

•

HARRY NORRIS, a director of the J. Arthur Rank Organization, will arrive in New York on Friday from London via B.O.A.C.

•

RALPH MARTIN, in charge of motion picture advertising for "Seventeen," and **EDWIN MILLER**, entertainment editor, have returned to New York from the Coast.

•

AL SCHUMAN, former general manager of the Hartford Theatre Circuit, Hartford, has returned to his Daytona Beach home following a visit in Connecticut.

•

TERRY ALLEN, assistant to **HIMAN BROWN**, of Galahad Productions, will be married on May 18 to **PHILIP LANDECK**, of United States Productions.

Annual Joey Awards Go to Five Notables

Five notables of the fields of medicine, publishing, philanthropy, sports and television will receive the annual Joey Awards of the Children's Asthma Research Institute and Hospital at the organization's one-man Sammy Davis, Jr., Parade of Stars Show, Town Hall, New York, May 4, it was announced by Max E. Youngstein, honorary chairman.

Receiving the awards will be Dr. Harold Abramson, Steve Allen, Herman Hickman, Mike Wallace and Bertram Wolff.

Fox to Release Four Productions in May

Twentieth Century-Fox will release four productions during May, headed by its Memorial Day presentation, "Ten North Frederick."

The others are "Fraulein," and two Regalscope films, "Thundering Jets," and "Showdown at Boot Hill."

Lazarus Will Outline B-B Program at Lunch

Paul N. Lazarus, Jr., vice-president of Columbia Pictures, will outline plans for the industry's business building campaign, for which he is chairman of the operating committee, at a luncheon to be given in his honor by the Associated Motion Picture Advertisers on May 8 at the Hotel Piccadilly here.

Invitations have been extended to leaders of distribution and exhibition to attend, and expected to be dais guests are Horace Adams, Harry Brandt, Charles E. McCarthy, Robert W. Coyne, Si Fabian, Leopold Friedman, Leonard Goldenson, Alex Harrison, Abe Montague, Sam Rosen, Sal Schwartz, Ernest G. Stellings and Sol M. Strausberg.

Maurice A. Bergman, public relations director of the Motion Picture Association, and co-administrator of the campaign, will preside.

GPE Profit Down; Due To Delayed Contracts

General Precision Equipment Corp. sales for the first quarter of 1958 were only slightly less than the figures for 1957, but profits for the period will be "very substantially" less, Hermann G. Place, chairman of the board, told stockholders at their annual meeting in New York yesterday.

Place said a great deal of the decline was due to increased engineering and other expenses incidental to making proposals on a large volume of defense contracts, which Government agencies have delayed letting. The result has been that the engineering efforts of the various subsidiaries have been engaged to a greater degree than normal on projects for the future and that current earnings have been adversely affected.

To a lesser degree, he said, the decline was due to "depressed conditions in the motion picture industry."

Continue B-B Meet

CLEVELAND, Apr. 22. – The Cleveland business building program moved nearer to completion at the program committee meeting held late last week in the office of Louis Weitz, executive secretary of the Cleveland Motion Picture Exhibitors Association. Some details were not completed, and the meeting was continued until next week when it is expected that the plan in its entirety will be presented to a gathering of area exhibitors for approval.

'Place' to State Here

Paramount's "Another Time, Another Place" will open on Friday, May 2, at Loew's State Theatre here.

Goldenson Presented $75,000 Check for UCP

Edward L. Hyman, vice-president of American Broadcasting - Paramount Theatres, Inc., yesterday, inaugurated the 1958 fund-raising campaign of United Cerebral Palsy by presenting a check for more than $75,000 to Leonard H. Goldenson, a founder of UCP and chairman of its board of directors. Attending the ceremony was six-year-old Susan Krause, mascot of the New York City campaign.

The $75,000, given to cerebral palsy this year in memory of Goldenson's father, Lee, who died last October, represents the combined contributions of the home office staff and executives of American Broadcasting-Paramount Theatres, Inc., which Goldenson heads as president, the American Broadcasting Company and personal friends of Goldenson within the motion picture industry.

Rep. Closing Detroit, Cleveland Exchanges

Special to THE DAILY

DETROIT, Apr. 22. – Republic Pictures exchanges are closing here and in Cleveland May 10. Jack Zide, who operates under the name of Allied Pictures Corp. in Detroit, and Imperial Pictures in Cleveland, will distribute for Republic in both cities.

Moe Dudelson, long Republic branch manager in Detroit, will move into the Allied office here to oversee Republic distribution. Jules Livingston, branch manager in Cleveland, will move into Imperial to perform the same function. Other Republic staff members in the two cities will be released.

Allied Pictures Corp. now represents 44 producers, including some RKO releases and Warner Bros. rereleases.

Two Benefit Premieres For 'Search' in K. C.

Special to THE DAILY

KANSAS CITY, Apr. 22—With a capacity audience guaranteed through advance ticket sales, the Catholic Community library will receive $3,541 from the proceeds of the premiere Wednesday night of "Search for Paradise," at the Missouri Theatre here.

A sell-out crowd also is in prospect for the second premiere of the Cinerama production Thursday night, when a share of the proceeds will be set aside for the Heart of America Eye Clinic, Inc.

'Decision' Date Set

"Deadly Decision," German film being released in the U.S. by Dominant Pictures Corp., will open at the World Theatre here on Monday.

Sees Tape and Film Both Having Place

Video tape recording will not
place motion picture film beca
there is room for both, "each do
the job it does best," Saul Jeff
president of Movielab, film process
laboratory, said here yesterday. T
introduction of tape recorded pictu
is freeing motion picture facilities
a greater volume of the kind of w
tape is not geared to handle, he sa

One effect of the "competition" b
tween tape and film has already h
the result of moving more motion p
ture production out of the studio a
into real locales, Jeffee pointed o

Stresses Simplicity of Film

"In addition," he added, "more a
more of the daily processing capac
of our color and black-and-white la
ratories is being devoted to films w
special optical effects, animation a
combinations of footage. While the
is no doubt that a portion of t
might ultimately be accomplish
with considerable effort on tape, it
so routine a matter on film that it
bound to grow and grow."

On the other hand, "if taped pi
tures will eliminate the poor quali
kinescope recordings which some tel
vision stations have been forced
use, then the entire quality film fie
will be the beneficiary."

Stockholder Sues on Glen Alden Merger

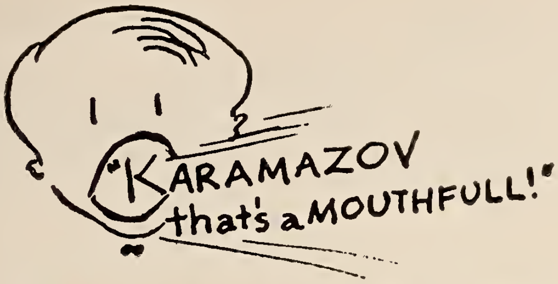
The second suit by a stockhold
seeking to enjoin the proposed merg
of List Industries and Glen Ald
Corp. was filed yesterday in Ne
York Supreme Court. The complai
ant, Louis Yaeger, holding 15,0
shares of Glen Alden stock, charge
that the merger would be basicall
unfair and discriminatory again
Glen Alden stockholders. Glen Alde
the complaint said, would be takin
on $33,000,000 in long term deb
of List Industries and $163,000,000 i
liabilities through the anti-trust suit
pending against RKO Theatres, a Li
Industries property.

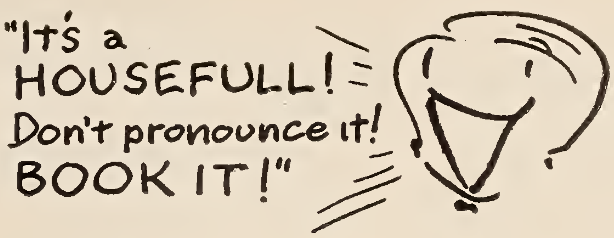
List Industries, through Gera Corp
another subsidiary, now owns 38
per cent of Glen Alden. A merger o
the two companies was approved b
the stockholders of Glen Alden Cor
two weeks ago but was delayed pend
ing a ruling on another stockholde
suit opposing the merger.

Levy Resigns MPA Pos

HOLLYWOOD, Apr. 22 – Simeo
Levy, Advertising Code Administra
tion executive in Hollywood, will re
tire from that office on May 1. Lev
was appointed to the post by the lat
Will Hays in 1933.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.


"KARAMAZOV that's a MOUTHFULL!"


"It's a HOUSEFULL! Don't pronounce it! BOOK IT!"

OH! BROTHER!"

(Karamazov, that is)

ila.—8th week and going strong! Minneapolis—5th week and ditto!
uisville—3rd week and likewise! 5 big weeks Wash., D. C., Chicago, Los Angeles!
ig weeks N.Y., St. Louis, Miami, St. Paul, Stamford, Coral Gables, Kansas City.
ig weeks Dallas, Cleveland, Pittsburgh, Tucson, Grand Rapids, Detroit.
days San Francisco; 25 days Portland, O.; 24 days Charlotte; 23 days Seattle.

et the idea? This picture has LEGS! Success of first ngagements SNOWBALLS as it rolls along!

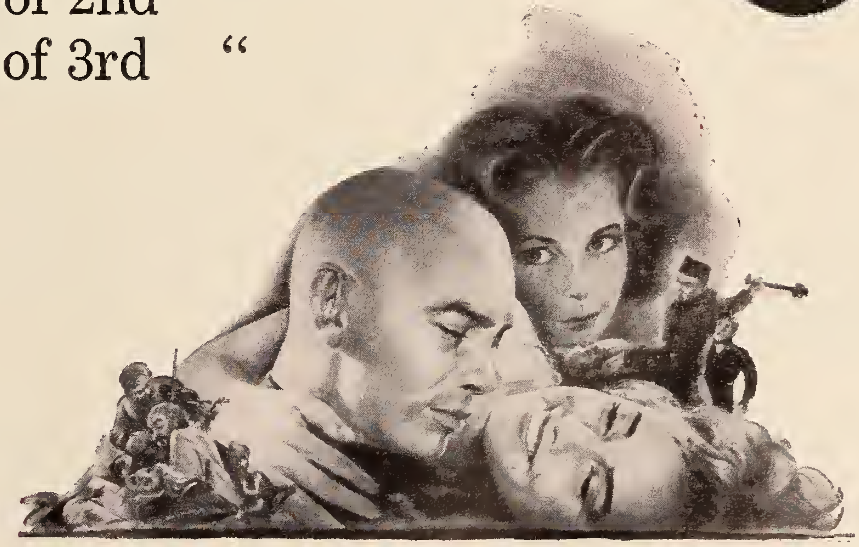
OLD PLENTY OF EXTRA TIME BECAUSE:
nd weeks are grossing 70% of 1st week's
rd " " " 75% of 2nd "
h " " " 82% of 3rd "

M·G·M BACK ON TOP IN '58!

AND IMAGINE THIS:

IN SOME SITUATIONS, 2nd WEEK'S BIZ ACTUALLY OUTGROSSES EXCELLENT FIRST WEEK'S! WONDERFUL WORD-OF-MOUTH BECAUSE IT'S TERRIFIC!

Press Time Flash! Loew's N.Y. neighborhood biz phenomenal!



M-G-M presents

THE BROTHERS KARAMAZOV

starring **YUL BRYNNER**
MARIA SCHELL **CLAIRE BLOOM**
co-starring **LEE J. COBB** **ALBERT SALMI**
and co-starring **RICHARD BASEHART**
with **WILLIAM SHATNER**
From the Novel by FYODOR DOSTOYEVSKY
An Avon Production in METROCOLOR
Screen Play and Direction by **RICHARD BROOKS**
Produced by **PANDRO S. BERMAN**
An M-G-M Picture

London Smiles

(*Continued from page* 1)

our hosts here, is setting a startling pace."

Rowley confessed that the Variety Club has had difficulties with a declining membership, due primarily to the shutting down of exchanges and the closing of the Denver Tent. Nevertheless, he declared, signs of a renascence are not lacking, notably the revival of the Baltimore Tent.

The morning session concluded with the arrival of London Chief Barker Sir Tom O'Brien who roused the delegates to a loud ovation with a speech in his characteristic Celtic fashion. "The presence in London of hundreds of American delegates proves that the Heart of Variety still beats strongly," he declared.

The first convention luncheon, at the Savoy Hotel, was presided over by C. J. Latta, managing director of Associated British Pictures, with Admiral James L. Holloway representing the American ambassador, John Hay Whitney, as guest of honor.

Sees World Peace Aided

He never ceases to be surprised, Admiral Holloway said, at the extent of Britain's voluntary work in aid of the underprivileged, despite the "old-maidenly, governmentally - organized, welfare state." That voluntary aid, he declared, is epitomised in Variety's work which "abundantly helped to preserve the peace of what we call the western world."

At the conclusion of the luncheon Latta presented John Harris with a gold card signalling a lifetime membership in the London Tent. Tonight there is to be a welcoming banquet at London's historic Guild Hall with the Lord Mayor and Lady Mayoress of London and Earl Mountbatten and his Countess as guests of honor.

Dumestre Dies

(*Continued from page* 1)

stomach ulcer attack. His illness had forced cancellation of his plans to attend the Variety convention in London this week.

A native of New Orleans, Dumestre was also a past chief of the Atlanta Variety Club. He was a member of St. Thomas More's Catholic Church here, where a rosary was said last night. Survivors include his wife, one daughter, one son and four sisters.

Say Today's Market Demands the 'Unusual'

Anthony Mann, director of "God's Little Acre," and partner in its production with Erskine Caldwell, Philip Yordan and United Artists, believes today's market demands "something unusual" in pictures. The picturization of Caldwell's controversial novel is that something, he declared yesterday at a press conference here.

Although the picture, which he declared to be a faithful transliteration of the book, is "full of robust sex," he contended, "we have captured the book and done it with good taste." The director added that a Production Code seal has been issued for the picture and that it has been passed by local censorship bodies in Memphis, Chicago, Massachusetts and New York.

Discussing the box office value of top budget pictures, Mann declared that ideas are more important than money.

"God's Little Acre" was made for about $900,000. It was shot exclusively on location in Stockton, Cali.—after officials in Georgia objected to it being made there.

REVIEW:

The Sheepman

M-G-M—CinemaScope

HOLLYWOOD, Apr. 22

PRODUCER EDMUND GRAINGER's first picture for MGM is a fine Western. It is so by all of the standards established by a half-century and by one more that is new, long-awaited and sure to meet world-wide welcome. That one is the standard of humor established as above-belt and wholesome over that same half-century of picture-making and picture-viewing. Probably never before have the deadly serious cattle-sheep theme and the folksy character-comedy of rural America been so profitably blended as in this production. "The Sheepman" rates a high place on the season's best-list.

The title role is played with a light but confident touch by Glenn Ford, who's having his best year in pictures, and the romantic assignment opposite him is handled in priceless manner by the distinctively talented Shirley MacLaine. This pair, whose personalities and performance styles are as different as day and night, make up a team that pulls the stern basic story (a vengeance-type fiction) steadily, fascinatingly along through high point and low, over fight and frolic, to a satisfying, unexpected and lightly presented conclusion.

Going along through the screenplay by William Bowers and James Edward Grant, based on a story by the latter, is Edgar Buchanan, playing a man of small loyalty to the non-paying side of any conflict, and Leslie Nielsen, who makes the heavy in the story more credible by playing him sharply than he'd have done by bearing down. These four carry the burden of the picture high, fast and without a single step away from the mainstream of the story.

GEORGE MARSHALL, who had directed 404 pictures in his 45 Hollywood years before undertaking this one, had vital part in making the first Grainger picture the finely balanced, flowing, gratifying film it is. The great director learned his trade in the hard school of pre-World War I, when short subjects were top product, and in the direction of Ruth Roland serials, than which no other training ever taught so well the techniques of maintaining suspenseful interest. Director Marshall's handling of some of the early sequences in "The Sheepman," sequences which cling precariously but safely to the thin line that separates fisticuffs and slapstick, reflect clearly this schooling.

The story presents Ford as a bland, genial, lightning-fast Westerner who arrives in a small town in the cattle country bringing in a flock of sheep to graze in lands reserved so far for cattle. To discourage interference he beats up the town bully on the day he arrives, but this provides only temporary safety from opposition, headed by an old enemy of his played by Nielsen. (Miss MacLaine has met him on his arrival and makes various attempts during the picture to divert him from his purpose of establishing a sheep ranch in the region). The conflict between cow people and the sheepman continues active and interesting to a point where Nielsen employs professional killers to intervene, and one of these proves to be the bandit who killed Ford's fiancee (before the picture opens) and whose life Ford has sworn to take in vengeance. The story from here on is to be seen, not told. Photography is in CinemaScope and Metrocolor.

Running time, 86 minutes. General classification. Release, in May.

WILLIAM R. WEAVER

G. R. Variety Drive

GRAND RAPIDS, Mich., Apr. 22. —The local Variety Club, in conjunction with the "Grand Rapids Press," and the city police and fire departments, raised a total of $30,919 for its principal charity, Youth Commonwealth.

This was the twelfth annual "Youth Day," in which 800 volunteer "Old Newsboys" took part in a two-hour street sale of a special edition of the "Press." The amount raised was $800 more than last year. Co-chairmen were Fred J. Barr, Jr., and Clive R. Waxman.

Siegel Name

(*Continued from page* 1)

place picture-making operations or profitable basis." Vogel also cal the appointment "another forw step in our program for Loew's, In

Siegel has been an independent p ducer at the M-G-M studios since fall of 1955. His first picture for company was "High Society," wh was one of its top productions 1956. He also produced "Les Gir and the current "Merry Andrew."

Before entering the motion pictu industry, Siegel had been a nev paper reporter and the sales mana for a record company. In 1934 went to Hollywood to help in t amalgamation of the six independe film companies which became Repu lic Studios. During six years with F public he served three years as ecutive producer for that studio a produced more than 50 pictures. left in 1940 and took over his o producing unit at Paramount Studi

Formed Own Firm in 1942

In 1942, on a leave of absen from Paramount, he formed an inc pendent corporation with F. Hu Herbert and George Abbott, and th produced "Kiss and Tell." After se eral additional years at Paramount, moved to 20th Century-Fox. Amo his pictures there were "Gentlem Prefer Blondes," "Three Coins in t Fountain" and "There's No Busin Like Show Business."

Ticket Tax Bill

(*Continued from page* 1)

its beginning, rather than in the S ate. Moreover, they believe the ind try's chances for tax relief will better in a bill in which it is not san wiched in among a lot of other ite singled out for aid, as is the case w the Mansfield measure.

Actually, industry observers do look for decisive action on tax legis tion before May 15. They feel th all the talk currently about gene tax reduction has slowed up specific tax measures, while the la makers take stock of development

From past procedure, it is felt th Compo would rather give its supp to the Hurlong Bill, which provid for Federal tax exemptions on adm sions up to $2, or which could changed to provide for elimination all tax, than to the Mansfield measu

Otherwise, the industry organiz tion, which has won two previous relief campaigns here, probab would prefer to see a bill written the House Ways and Means Comm tee itself, to which the Senate Finan Committee traditionally looks for su legislation.

Manson Succeeds Callo

KANSAS CITY, Apr. 22. — Arth Manson has been named national rector of advertising and publicity Cinerama, Lester Isaac, internation director of exhibition for Cineran announced here yesterday. Mans succeeds Everett C. Callow.

Television Today

Shorts Packages ffered by MGM-TV

Three packages of M-G-M pre-49 shorts are being made available television by M-G-M-TV, and will first offered to stations at the an- al convention of the National Asso- tion of Broadcasters in Los Angeles the end of this month.

The first, an Our Gang Comedy ckage, will consist of 52 of the nous Hal Roach one-reelers pro- ced for M-G-M from 1938 through 44. The second package will con- ts of 48 "Crime Does not Pay" ojects, and the third is a group of John Nesbitt "Passing Parades."

arter CSI Executive

HOLLYWOOD, Apr. 22. – Ken- th Carter, former Universal-Inter- tional publicist and for several nths publicity director of Skiatron, ., is joining Cleary-Strauss & Irwin, blic relations firm, as vice-presi- nt.

FCC Network Study Recessed to May 12

From THE DAILY Bureau

WASHINGTON, Apr. 22.–The Federal Communications Commission recessed until May 12 its hearings on network television practices.

The commission is holding hearings on a special study group's report recommending major restrictions on network operations. Today it heard from network critic Richard Moore of KTTV, California. It has only a few more witnesses to hear when it reconvenes next month.

Plan Thurber Series

HOLLYWOOD, Apr. 22. – The work of James Thurber, author, playwright and cartoonist, is to be the basis of a new television series, "The Secret Life of James Thurber," Jules C. Goldstone, president of Walden Productions, has announced. Mel Shavelson, creator of the Danny Thomas show, will be story consultant on the series.

One Man's TViews

By Pinky Herman

THE Lambs Gambol, which takes place Saturday, May 10, at the Waldorf-Astoria in New York Honoring Robert W. Dowling with ecial honors to Adolph Zukor, Cecil B. DeMille and Helen Menkes, ill present a "living kaleidoscope of Show Business," co-produced by udson Faucett and Sean Dillon and starring Helen Hayes, Peter stinov, Edward Mulhare, Maurice Chevalier, Bert Lahr, Vivian Blaine, olly Bergan, Bobby Clark, Conrad Nagel, Sally Ann Howes, Loring nith, Laurence Olivier, Art Carney, Jonathon Winters and Johnny Des- ond. Mickey Alpert is chairman of the Lambs Entertainment Com- ittee which has turned in a brilliant job for Shepard Bill Gaxton's ore li'l Lambs." . . . Ed Byron Productions is currently marketing a cord novelty "Baseball Game," which is slightly sensational. The platter being sponsored by Anheuser-Busch over 120 radio stations (plugging e Milwaukee Braves) and is a MUST for the record libraries and Dee- ys. Unusual feature of the record is the fact that the same platter esents different "game situations" with each playing and proves most tertaining and completely engrossing.

☆ ☆ ☆

A 2-hour CBSpecial colorcast production of the Broadway hit, "Won- erful Town," composed by Leonard Bernstein and starring Rosalind ussell, has been scheduled for early November and the first of the ulti-sponsors to ink the pact is Westclox. . . . Harry Schwartz and Al affo of Craftsman Photo, have acquired the Drix Duryea Co., which, nder the name of Mural Photo, is equipped to produce indoor and utdoor color or black and white Murals in 5x20-foot sizes for the film r TV market. . . . One of the country's keenest purveyors of talent, ohnny O'Conner has taken under his wing a newcomer, Jerry Manolas, hose initial waxing of "Midnight Dream" b/w Steve Allen's "Fools" or Coral augurs a bright future for the youngster. Jerry hails from anonsburg, Pa. the town which also produced another singer—named erry Como. . . . CBS very much interested in Screen Gems' new half- our teleseries starring Ed Wynn. . . . Atlantic TVeep, Dave Bader, en oute to the National Association of Broadcasters conclave in L.A. to set rm's 10th Birthday TV Package and its new U.S. Marines film series, Uncommon Valor."

SMPTE Meet

(*Continued from page* 1)

products. The Westrex RA-1581 optical and magnetic recorder was among the most advanced mechanisms demonstrated.

The afternoon session, covering industrial and instrumentation photography, was highlighted by a paper on the problem of attaining maximum depth of field, delivered by Sidney Zipser of Technicolor. Zipser asserted the best approach to the problem lies through pivoting the camera aperture on its vertical center, which he said would make lens calibration always accurate.

Talk on Missiles Heard

At the conclusion of the afternoon session Dr. Norman Jacobson, 30-year-old scientist in charge of "reliability investigation" for the California Institute of Technology's jet propulsion laboratory, described his organization's part in preparing "Explorer One" and "Explorer Three" for orbiting.

At a press conference Dr. Jacobson disclosed that another missile is nearing readiness for flight, but declined to describe it in detail. He also said at least two projects now in work are intended to "probe the moon." By which, he said, he meant a "missile would be sent to or near the moon." He said further information on the subject is classified.

The evening session, presided over by Alan M. Gundelfinger, of Technicolor, consisted of four papers on large-area cinematography.

Mayor Pledges

(*Continued from page* 1)

proclaim a "Salute to Motion Picture Production" week during the city's summer festival this year. Zucker, president of the FPA, and Poll, a member of the Association's civic committee have already begun plans for such a festival.

Wagner told the FPA representatives that he would like to see New York become the cultural center for production in all the performing arts and promised that he and the city officials concerned would do everything "to strengthen and expand the influence of New York in the production of all types of motion pictures."

Yesterday's meeting was a follow-up to efforts initiated by the Film Producers Association last July to enlist the aid of the city government in facilitating motion picture production in New York. At the Association's annual dinner two weeks ago the Mayor agreed to the meeting.

The date for next week's meeting of officials is to be set by Lowell and Ross at a meeting today.

Form Tyger Prods.

Marion Gering has joined with Gerald Rappaport and James Tyson in the formation of Tyger Productions, Inc., with the first picture to be "Midnight Sailing," to be made in Spain. Shooting is scheduled to start Aug. 15.

PEOPLE

Robert Staples has been named manager of the East Windsor (Conn.) Drive-in Theatre, replacing **Robert Duffy**, who has been shifted by Lockwood & Gordon to the Norwalk Drive-in. **Robert Murphy** goes from the latter situation to the Norwalk Theatre, a conventional house.

□

George Wakely, for the past few seasons a full-time "pro" at the Chippewa Golf Club, Toledo, is again operating the Limelite Theatre, also in Toledo.

□

Peter W. Geiger, for the past four years head of the motion picture and television department of The Bank of America here, will join the Los Angeles headquarters staff of the bank on May 1.

□

Allen M. Widem, film commentator on the "Hartford Times," yesterday discussed "Movies and Movie People" at a meeting of the Kiwanis Club of Bradley Field, Conn.

□

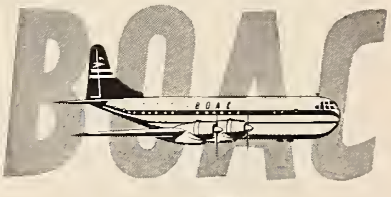
Sol Blumberg, former owner of the President and other theatres in Philadelphia, has entered the restaurant business there as a partner in the Black Angus.

□

Toy Waggoner has been named manager of the Arnold Drive-in, Tullahoma, Tenn.

'Lions,' 'Summer' Big

Twentieth Century - Fox' "The Young Lions" and "The Long, Hot Summer" have set holdover records in the initial month of their release, according to the company. Between the two CinemaScope productions, more than 300 situations have held over engagements, amounting to consecutive playing time in excess of 3,000 days, throughout the United States.



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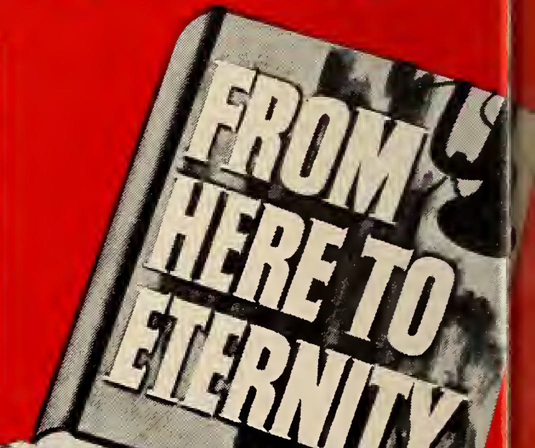

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

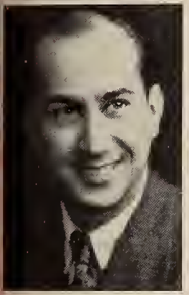
VOL. 83, NO. 80 NEW YORK, U.S.A., THURSDAY, APRIL 24, 1958 TEN CENTS

In London

Eby Elected International Chief Barker

Harvey, Carreras, Stern Also Named to Posts

By PETER BURNUP


George W. Eby

LONDON, Apr. 23 — George W. Eby of the Pittsburgh, Pa., Variety Club, and first assistant international chief barker from 1956 to 1958, was today elected international chief barker at the 22nd annual convention of Variety Clubs International at the Savoy Hotel here.

In addition Rotus Harvey of San Francisco was named second assistant international chief barker; James Carreras of London, international property master; and Ezra

(*Continued on page 4*)

MPEA'S Corwin Dropped Under Economy Program

Alfred E. Corwin, Hollywood information representative for the Motion Picture Export Association, will leave the organization May I and his department on the Coast will be closed down, it was announced here yesterday.

The move is part of an economy program affecting the Motion Picture

(*Continued on page 4*)

'Time' Praises U.A. and Krim-Benjamin Group

The growth of United Artists, from the company's period of deficits in 1951 to the record net profit of $3,262,000 last year, is the subject of a major business article in the magazine "Time," issue of April 28.

Titled "Hollywood Happy Ending,"

(*Continued on page 4*)

Variety Spent $2,900,000 In '57 To Aid Children

From THE DAILY Bureau

LONDON, Apr. 23—Some 9,000 showmen, members of Variety Clubs International, spent about $2,900,000 in 1957 in their varied efforts to aid underprivileged children, Nathan D. Golden of Washington, D. C., International "Heart" Chairman, will report to the 22nd annual convention at the Savoy Hotel here tomorrow.

Approximately 250,000 individuals were directly benefitted by these welfare activities and other thousands were indirectly aided. Since the inception of Variety in 1928, approximately $42,000,000 in charitable endeavors has been spent throughout the world where Variety Tents are located.

Several of the "Heart" projects sponsored and financed by Variety Clubs International, have received world-wide recognition for the splendid work being accomplished and for

(*Continued on page 5*)

1960 Variety Convention Scheduled at Toronto

From THE DAILY Bureau

LONDON, Apr. 23—The 1960 International Variety Convention will be held in Toronto, Canada, it was decided here today, following a bid by Nat Taylor, chief barker of Tent 28, Toronto.

Film Entertainment Best Buy, Says FMPC

An appeal to families to patronize the best in family-type entertainment is contained in a resolution passed unanimously by the Federation of Motion Picture Councils at its annual meeting in Cleveland.

Attendance at such entertainment, said the resolution, will not only be an added support to President Eisenhower's campaign for judicious buying, but will also "lighten everyday cares and bring happiness to the entire family."

"The motion picture," said the resolution, "is one of the public's best entertainment buys."

See No Chance for Soviet Deal Free of Pressure

The feeling is spreading in home offices that the closing of any deal for the sale of American pictures to the Soviet delegation now in this country is extremely unlikely, short of State Department intervention.

Members of the delegation, who have had their visitors' visas extended once already, are now scheduled to leave Washington for Moscow at the weekend. As of yesterday they were

(*Continued on page 5*)

'Lab' Practice, Facilities Treated As SMPTE Enters Third Day

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 23—Laboratory practice and facilities, approached from more than a dozen angles, consumed the third day of the 83rd semi-annual convention of the Society of Motion Picture and Television Engineers.

Evening business sessions were omitted today, delegates attending a pool-side cocktail party, with acquacade entertainment provided by General Film Laboratories and a special program by a Pacific fleet photo combat group.

The evening was devoted to a dinner dance in the newly refurbished Cocoanut Grove.

The morning session included a deeply informative paper by Sidney F. Solkow and Lewis Mansfield, of Consolidated Film Industries, on the economic aspects of television film production in color.

The afternoon session was highlighted by an explanation of a color calculating machine by Eastman Kodak's G. T. Keene, A. J. Saint and J. B. Clifford.

Pressure On

Legal Bars to 'Streamlining' Hold Up Action

But Trend to Independent Production Forcing Issue

The pressure for streamlining or otherwise reducing overhead in both production and distribution is increasing in almost exact ratio to the increase of independent production in the schedules of major companies.

This is being pointed out with increasing frequency by high placed industry executives who, at the same time, admit to considerable frustration thus far in attempts to realize any major aims in the streamlining of production or distribution operations.

The principal obstacle appears to be legal opinion that any consolidation of major operations in distribution will risk running afoul of anti-trust laws. In production, the difficulty appears to reside more with problems concerning the disposition of studio property, availability of desired

(*Continued on page 4*)

Britain Boosts Levy Rate

By WILLIAM PAY

LONDON, Apr. 23.—The Board of Trade today published the draft of an order substantially increasing the statutory levy (former Eady levy) on exhibitors in order to yield an estimated £3,750,000 ($10,500,000) in the year ending Oct. 18, 1958, the first year of the statutory levy. The Board declared that the action was necessary

(*Continued on page 2*)

TRADEWISE

on page 2

Television Today

on page 4

PERSONAL MENTION

SPYROS P. SKOURAS, president of 20th Century-Fox, will leave here today for London, Paris, Rome and Zurich.

•

DAVID LIPTON, Universal Pictures vice-president, will return to the Coast tomorrow from New York.

•

CHARLES BOASBERG, Warner Brothers general sales manager, goes to Toronto today from Chicago and will return to New York over the weekend.

•

WILLIAM J. HEINEMAN, United Artists distribution vice-president, and **MRS. HEINEMAN** will leave here for Rome by plane next Wednesday.

•

MUNIO PODHORZER, president of Casino Film Exchange, will leave here at the weekend for Buffalo and the Midwest.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, will return to New York tomorrow from Denver.

•

OSCAR HAMMERSTEIN, II, returned to New York from London yesterday via B.O.A.C.

•

MARTIN RITT, director, has left New York for London and Vienna.

•

J. A. TANNEY, president of S.O.S. Cinema Supply Corp., is in Los Angeles from New York.

Byrne West for Talks On 13 MGM Releases

From THE DAILY Bureau

HOLLYWOOD, Apr. 23.—A total of 13 M-G-M productions, either completed or currently filming, will be screened here for John P. Byrne, general sales manager of Loew's, Inc., who has arrived here from New York for studio conferences on release plans..

Pictures completed and due to be scheduled for summer release include "Imitation General," "High School Confidential," "The Badlanders" and "The Law and Jake Wade," with "Gigi" to be accorded special handling.

Byrne will also confer on release plans for "The Tunnel of Love," "Terror at Sea," "The Reluctant Debutante," "Cat on a Hot Tin Roof," "The End of the World," "Torpedo Run," "Party Girl" and "tom thumb."

TRADEWISE

By ONLOOKER

EXHIBITOR meetings during March produced two different plans for keeping theatrical films from television in the future. The first was broached by H. E. Jameyson of Commonwealth Theatres at the KMTA and ATO of Kas.-Mo. convention in Kansas City. It proposed the formation of a national exhibitor investment trust to buy and sell stock of the major production-distribution companies, thus giving the exhibitors a voice in the companies' affairs, at their stockholders' meetings where the exhibitor viewpoint could be presented, and giving them access to the policy-making levels of the companies, one objective being to convince other stockholders of the long-term injurious effects to the companies of sales of film libraries to television. . . . The second such proposal emerged from the Theatre Owners of America board of directors meeting in San Francisco the same month. It called for the formation of an exhibitors' non-profit trust which would use cash subscriptions of exhibitors to make down payments on film libraries and would issue bonds, payable out of the earnings of the picture, for the balance of the purchase price. . . . Both plans have remained on dead center since. In the case of the Jameyson plan, the most commonly encountered exhibitor objection is that it would require large amounts of stock—and hence huge cash investments, continued over long periods of time—in order to exert any influence at all on the policies of any of the companies. Neither individually nor collectively does exhibition appear to be prepared at this time to make the substantial, long-term investments indicated. . . . Apart from the initial cash outlay required by the TOA plan (and it could be considerable, depending upon the number or type of participants), that plan also requires exhibitor underwriting in the form of guaranteed playing time for a large percentage of the old films comprising the libraries to be acquired. Without such playing time the pictures would not produce the capital required to liquidate the bonds held by the producers-distributors and the negatives would revert to the latter. . . . Typical exhibitor comment on the TOA plan indicates many are just as reluctant to guarantee playing time for large numbers of old pictures as they are to pledge large sums of cash for long-term investment. . . . From this, you can make your own deductions of the chances of either plan getting off the ground.

INDUSTRYITES find it significant that the solid, upbeat stories on the pickup in theatre attendance published this week in the Wall Street Journal and the N. Y. Herald-Tribune were done by the writers, Stanley Penn and Paul Beckley, on their own initiative. In other words, neither article was the result of suggestion or planting by industry press agents or public relations representatives. Also significant, is the fact that both papers have been quick to report unfavorable industry news in the past. . . . Leonard Goldenson and Ed Hyman plan to start a round of conferences with company toppers early in May, designed largely to inform them of the selling cooperation extended top quality pictures by exhibition in recent months and to try for assurances that orderly distribution will be maintained through the final quarter of the year. . . . The sessions will take the place of the national exhibitor-distributor meeting originally planned by the two for June in New York for the same purposes. That plan had to be changed because of the difficulty of getting all of the top executives together at one time, as well as being due to the reluctance of some of them, on advice of counsel, to meet jointly on anything, at any time. . . . Sam Pinanski is extremely "high" on Cinema 160, the widest of all the wide screens, which it is now planned to demonstrate to the trade in July. The process uses one camera, one projector, 70mm. film moved horizontally and provides the full 160-degree viewing area of human sight. Pinanski, financially interested, claims it's the best he's seen.

U.K. Levy Rate

(*Continued from page* 1)

because it was now clear that the cu rent rates would yield well below th target sum.

Whether the new rates will yiel the maximum permitted under th Cinematograph Films Act in the fu year depends upon the trend of the tre attendance, but in any case e hibitors obviously will lose a slice their recent tax remission.

Requires Parliament Approval

The order is subject to the approv of both houses of Parliament an would become operative May 25. introduces a changeover from s rates to a straight percentage of bo office takings, reduces the levy o seats up to one shilling and one penn but increases it progressively on high er prices. For example, on a two shil ing seat, the levy will now be 1. pence instead of one penny, on a thre shilling seat it will be 2.5 pence in stead of 1.75 pence, and on a fou shilling seat it will be 3.7 pence in stead of 1.75 pence.

Rates to Stay in Effect

The order adds that the new rat will remain in force for the secon levy year, commencing next Octobe subject to review if circumstanc require.

Name A. I. Cassel U-I Far East Supervisor

Special to THE DAILY

TOKYO, Apr. 23. – The appoint ment of Alvin I. Cassel as U-I Fa Eastern supervisor was announce here today by Alfred E. Daff, execu tive vice-president of Universal Pic tures and president of the company overseas subsidiary.

Prior to joining U-I, Cassel repre sented M-G-M in the West Indie South Africa and Philippines. He wa appointed U-I supervisor for Singa pore, Indonesia, Thailand and Malay in 1956.

Cassel is presently winding up tour of the company's Far Easter offices with Daff, after which he wi assume his new duties in division headquarters in Tokyo.

Lundgren Chief Buyer For National Theatres

From THE DAILY Bureau

LOS ANGELES, Apr. 23 – M. A Lundgren, who has been associate with National Theatres in New York and here for 26 years, will succee Bert Pirosh as chief buyer for the circuit, vice-president Frank H. Ricketson, Jr., announced today.

Pirosh recently resigned after 21 years with the company.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor: Floyd E. Stone Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otten National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

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Television Today

Former FCC Officer Hits Patent "Misuses"

From THE DAILY Bureau

WASHINGTON, Apr. 23.—A former Federal Communications Commission official sharply attacked the FCC for failing to take stronger action against alleged "patent misuses" of RCA.

William H. Bauer, former FCC patent adviser, was the lead-off witness as the Harris House Commerce Subcommittee started hearings on the FCC's patent policies. Chairman Harris (D., Ark.) said the subcommittee hoped to get all points of view on this question.

Bauer said that since February, 1952, the FCC had been taking "a hands-off policy as to RCA's patent licensing monopoly." He charged the commission, overriding staff proposals, had: failed to consider RCA patent policies when passing on broadcast license applications of RCA subsidiary NBC, and failed to consider the possible patent consequences when setting technical standards for FM radio and black-and-white and color TV broadcasting.

He called on the FCC to consider RCA's patent practices in any future NBC licensing proceeding, and to adopt rules requiring any party proposing new technical standards for any broadcast service to disclose its patent position.

RCA later issued a statement denying it had done anything wrong in the patent field and adding that it couldn't comment in detail because the subject is now pending in the courts in anti-trust suits against the company.

Roach Invests $435,000 In TV Properties

Executive producer Hal Roach, Jr., has reported that $435,000 has been invested to date in television properties developed by Hal Roach Productions for the 1958-59 season and that nine pilot films resulting will be available this week for presentation here.

Robert Milford Named To CBS Program Post

The appointment of Robert Milford to the newly-created post of general manager of the CBS Television Network Program Department, New York, effectively immediately, was announced by Hubbell Robinson, Jr., CBS Television Network executive vice-president in charge of network programs.

In his new capacity, Milford will be responsible to the program department management for budget controls and business procedures. Milford joined the CBS Television Network as associate production manager of the Program Department in December, 1954, and became production manager in August, 1956.

Lichtenstein Named To NTA Exploitation

Irv Lichtenstein, a veteran of more than 15 years in the broadcasting industry, has been named director of exploitation for NTA's owned and operated stations, Ted Cott, vice-president in charge of NTA broadcasting properties, has announced.

In his new post, Lichtenstein will be responsible for all exploitation and promotion activities for NTA television and radio stations. He comes to NTA from the American Broadcasting Radio Network where he was director of promotions and exploitation.

'William Tell' Series To Be Offered by NTA

"The Adventures of William Tell," a new series of 39 half-hour programs, depicting the exploits of the legendary Swiss hero, is being produced on location in Switzerland for TV presentation by National Telefilm Associates in conjunction with Incorporated Television Programme Co., Ltd., it has been announced by Oliver A. Unger, NTA president.

The series is being offered for national and regional sponsorship and will be ready for fall presentation.

Benefit Premiere May 9 For 'Paris Holiday'

The New York premiere of Bob Hopes' Tolda production "Paris Holiday" will be held at the Astor Theatre, Friday, May 9, for the benefit of the Hospitalized Veterans Service of the Musicians Emergency Fund, it was jointly announced yesterday by Mrs. Lytle Hull, president of the HVC, and William J. Heineman, vice-president in charge of distribution for United Artists.

The opening will be followed by a supper dance at the Sert Room of the Waldorf-Astoria for the charity ticket buyers.

Five U. S. Films Set For Cannes, Brussels

The Motion Picture Export Association of America yesterday announced the acceptance of five films to represent this country at the Cannes Films Festival, May 2-18, and the International Film Festival at Brussels May 30-June 13.

To be entered at Cannes are: M-G-M's "The Brothers Karamazov," Paramount's "Desire Under the Elms" and 20th Century-Fox's "The Long, Hot Summer."

Scheduled for the Brussels festival are: Columbia's "The Goddess" and Warner Brothers' "The Old Man of the Sea."

Coast 'Dodgers' Motif as Goldwyn Fetes Mulvey

From THE DAILY Bureau

HOLLYWOOD, Apr. 23 — Samuel Goldwyn today gave James Mulvey, head of the Goldwyn organization, a studio party in observation of his birthday and 34th anniversary of his joining the company. Studio personnel surprised Mulvey with a birthday cake bearing ornamentation symbolic of the Los Angeles (formerly Brooklyn) Dodgers, of which Mulvey is part owner.

'Streamlining'

(*Continued from page 1*)

facilities as and when needed, and, in some cases, hesitancy over which would move and which would stay put in the event the production of two or three companies was consolidated at a single lot.

Meanwhile, the problem becomes more acute as the major companies turn more and more to independent producers. The majors are developing into distribution companies that advance financing in order to get product to maintain their distribution machinery and to employ their studios.

Yet, as the proportion of independent production to the whole increases, competition for producers becomes more spirited, with the result that more liberal terms and participations are granted, with a consequent narrowing of the profit margin.

Strong Demand for Economies

The result is more and more pressure on company heads to effect distribution and production operating economies.

Such economies are bound to come, whether by streamlining procedures, consolidations or whatever. The current elimination of some film exchanges and consolidation of others are regarded as "pilot" moves to gain knowledge of the workings and possibilities of such procedures.

Similar experimental moves are inevitable in the production community, if actual consolidation of the production of two or more companies on a single lot is not undertaken in the near future.

However, United Artists in the past seven years has demonstrated to the satisfaction of all in the industry that a distribution company can operate profitably and to its own advantage without a studio plant and the burden of its fixed overhead.

Other majors are pointing in the same direction today.

'Time' Praises

(*Continued from page 1*)

the two-page story pays tribute to the Arthur Krim-Robert S. Benjamin group that has built the organization during the past seven years and which, the article points out, "demonstrated a new way to make fat profits and good pictures."

Eby Electe

(*Continued from page 1*)

Stern of Los Angeles, internatio dough guy. Carreras is the first E lishman to be elected to the int national board.

Eby has been treasurer of the H ris Amusement Companies, since 1 and since 1953, when he began pr tice as a certified public accounta he has handled financial matters various other interests in the fields sports, television and other enterta ment. He served as chief barker the Variety Club of Pittsburgh 1948 and has been a member si 1940.

In Variety Clubs International has held several posts, including t of dough guy from 1949 to 1954 a second assistant chief barker fr 1954 to 1956.

Active in Several Charities

A native of Pittsburgh, Eby also been president of the Catheri Variety Fund, Inc., from its inc poration in 1953 to the present. T fund completed construction of million dollar hospital wing at Rose in 1957. Eby has also served as cha man of the theatre division, Co munity Chest of Allegheny, and is member of the board of Rose Foundling and Maternity Hospital a the Crippled Children's Society Allegheny County. He was 19 chairman of the Easter Seal Co mittee.

MPEA's Corwin

(*Continued from page 1*)

Association as well as MPEA on bo Coasts, which has been necessitat by substantial cuts in the new budg of both organizations adopted at th recent annual meetings.

No other staff reductions have be disclosed. However, MPAA's lease the West 44th Street office space has occupied for more than a quart of a century expires June 1 and in cations are it will not be renewed the association can find smaller qua ters at a lesser rental elsewhere. Spa recently relinquished by Columbi Universal and Warners in their r spective home offices has been inspec ed by MPAA officials recently, but decision has been reached yet.

Corwin has been with the associ tion for 12 years, the last four which were spent in the MPEA Holl wood office. Prior to that he was wi 20th Century-Fox. He established information service abroad for MPE several years ago and prepared a Ho lywood news letter at regular interva for circulation through the MPE abroad. The letter went to more th 300 newspapers and magazines.

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ariety's Aid

(Continued from page 1)

eir contribution to the health and ell-being of children. The Variety lub of Atlanta, for instance, op- ates the Cerebral Palsy School and linic, where in 1957 some 157 af- cted children were cared for. The tlanta Tent has plans to enlarge is clinic which was awarded the ariety "Charity Citation Award" last ear. Variety Clubs in Indianapolis d New Orleans also sponsor cere- ral palsy clinics.

London Group Assists Many

The London Tent, winner of the Charity Citation Award" in 1955, has tablished its own charity company, The Heart of Variety, Ltd.", to as- st smaller charitable organizations ch as orphanages, hospitals, youth ubs, playgrounds for children, and wide variety of other programs. The ariety Club Blind Babies Foundation San Francisco cared for some 233 e-school age blind children during 957 and has won world renown for program of care and training of lind children and their parents. Va- ety Clubs in Jacksonville and Dub- n, Ireland, have as their "Heart" ef- rts aid to blind children. Variety hildren's Hearing School in Omaha an unusual project where deaf ildren are taught to speak, and the ariety Eye Clinic in Charlotte eated a total of 1,784 children dur- g 1957.

Special Aid to Handicapped

Variety Clubs International has ade a special effort to aid physical- handicapped children. The Variety chool for Special Education in Las egas, Variety Village in Toronto, anada, Variety Club Epilepsy Center Milwaukee, Variety Manor for Emo- onally Disturbed Children in Day- n, Variety Club Camps for Handi- pped Children in Philadelphia and ittsburgh, Variety Rehabilitation enter in Buffalo, and the Opportunity orkshop for Handicapped Children Cincinnati are all endeavors to elp handicapped children live more ntended and useful lives.

Wide Recognition Nationally

Variety Clubs have sponsored con- derable activity in the fields of re- arch and treatment of cerebral palsy, ncer, polio, heart diseases, epilepsy, nd other diseases. The Children's ancer Research Foundation in Bos- n, Variety Club Heart Hospital in inneapolis and Children's Heart linic in Seattle, Variety Children's ospital in Miami, the Jackson Park aRabida Sanitarium for children ith rheumatic heart conditions in hicago, the Home for Convalescent hildren in Memphis, the Carter Bar- n Memorial Clinic in Washington, .C., and Health Centers in Okla- oma all have received national cognition and acclaim for their con- ibutions to the health and well-being f children.

In addition to its activities of con- ibuting to the health of children, ariety Clubs carry on an equally important program to aid in the development of the character of children. These "Heart" activities include such projects as Variety Boys Ranch in Dallas, Variety Boys Clubs in Los Angeles, Houston, and Mexico City; Youth Commonwealth Centers in Grand Rapids, Camp Thacher in Albany, and the Day Nursery Care Centers in St. Louis.

Cancer Research in New York

Variety Clubs International are always seeking new programs whereby they may help to meet the needs of the communities where the Tents are located. In the past year the New York Tent has adopted a cancer research program with the Institute of Applied Biology. In Cleveland the Variety Club has adopted Camp Ho-Mita-Koda, a camp for under-privileged diabetic children, and the Baltimore Tent is establishing the Variety Club Pediatric Unit at the Lutheran Hospital in that City. Several Tents have plans to expand their "Heart" projects so that more children may benefit. Through the accomplishment of these objectives, the showmen of Variety continue to live up to their slogan, "The Heart of Show Business."

REVIEW:

Kathy O'

U-I—CinemaScope

An engaging charm radiates from this warm, sensitive and altogether amusing picture from the team of Sy Gomberg and Jack Sher, a production collaboration of two successful screen writers so well-born in this effort that it is sure to continue for their own prosperity and the good of the screen.

Given production strengthen, including Eastman Color and CinemaScope, and a thoroughly competent cast of solid marquee value, the picture has great box office potential. Dan Duryea, Jan Sterling and moppet Patty McCormack carry the weight of the story with the able assistance of Sam Levene, Mary Fickett, Mary Jane Croft, and a pair of youngsters, Rickey and Terry Kelman, who are certain to be talked about.

Young Miss McCormack is a child star whose temper and temperament are a trial to World Studios, suffered only because of her enormous drawing power. She is a special trial to Duryea, unit publicity man, who is able to suffer it only because of his understanding wife, Miss Fickett, and two small boys, the Kelman brothers. His latest and largest ulcer looms because he is assigned to help Miss Sterling, writer for a national magazine and coincidently his first and still attractive wife, do an inside story on Miss McCormack.

How despite his fears, the difficult child star and the glamorous writer form an attraction for each other and how Miss McCormack revolts against her domineering and career minded guardian aunt to remove the causes of her brattiness, form the substance of the light hearted and wholly charming story.

The extent and nature of the Gomberg-Sher collaboration is indicated by the credits. Gomberg produced and Sher directed, the screenplay is credited to both, from a Saturday Evening Post story, "Memo to Kathy O'Rourke" by Sher, and the words and music of a catchy title song are by Sher in collaboration with Charles Tobias and Ray Joseph. As a team they have much to offer in the way of novelty, freshness of approach and an enthusiasm which shows on the finished product.

An added exploitation possibility is the fact that the action revolves around Christmas in California, suggesting a Christmas in July campaign.

At a sneak preview in Hackensack, N. J., a suburban audience including both young and middle aged warmed up immediately and left radiating happy satisfaction.

Running time, 99 minutes. General classification. Release, in July.

James D. Ivers

See No Chance

(Continued from page 1)

no nearer to closing a deal for any of the 14 American films in which they have expressed an interest than they were at the outset of the talks held here and in Washington.

Chief obstacles to the deal are, first, the price being offered for films by the Russians, and, second, their clear expectation that American film sellers will buy Russian pictures for distribution here, in return, or will enter into co-production deals with Russian producers.

$50,000 Being Offered

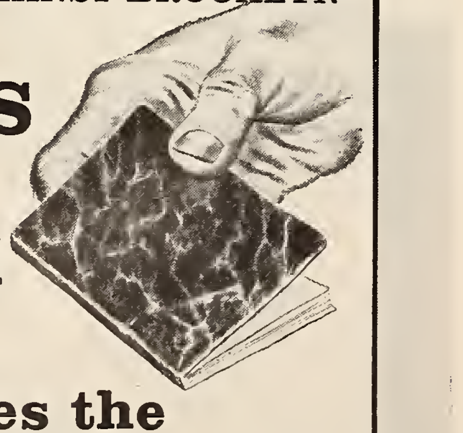
Few, if any, of the prospective American sellers have even gotten past the first Russian obstacle yet—that of price. They are offering $50,000 gross for the better American films, which includes prints and other incidentals, and actually represents about $35,000 net.

Despite the slim likelihood of a deal materializing, most company officials concede that Washington pressure, if applied for diplomatic or other reasons, might induce some of the companies to regard the Russian propositions as something other than a straight business proposition, with the result that a deal or two might be concluded on that basis.

Todd-AO for 'Porgy'

HOLLYWOOD, Apr. 23 – Samuel Goldwyn has announced he has decided on the Todd-AO process for his "Porgy and Bess" after six months of testing all wide-screen systems. He said, "Todd-AO has all visual qualities of the most advanced wide-screen processes, and in addition, the quality of its six-track stereophonic sound is a vital consideration."

Indictment #4
in
"THE CASE AGAINST BROOKLYN"



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Directed by MARTIN RITT · Screenplay by IRVING RAVETCH
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NOW PLAYING
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THEATR
The Long, Hot Summer
JOANNE WOODWARD
PAUL NEWMAN
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LONG HOT SUMMER
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CUBANA AIRLINES
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The place:
Every theatre
now showing
20th's new
boxoffice blaze!

All the News That Is News

QP

MOTION PICTURE DAILY

Concise and to the Point

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'OL. 83, NO. 81 NEW YORK, U.S.A., FRIDAY, APRIL 25, 1958 TEN CENTS

MPA Concerned

Urges Caution On Producers Of Gang Films

Mounting Criticism Brings Moves to Discourage Trend

Producer members of the Motion icture Association of America are being cautioned by Eric Johnston, presi- ent, to give careful consideration to rojects featuring crime, brutality and ivenile delinquency before shooting tarts in an effort to reduce the oc- asion for mounting criticism of and rotests against films of that stripe.

Johnston put the subject before the IPAA board of directors at their re-

(*Continued on page* 3)

Dropping Day-Date Boosts Boston Business

Special to THE DAILY

BOSTON, Apr. 24 — The decision f the management of Loew's Boston heatres to discontinue the policy of ay-and-dating pictures at its State nd Orpheum Theatres here has been ery successful and will be followed ermanently, according to division nanager Charles E. Kurtzman. The rpheum is in the downtown shop-

(*Continued on page* 3)

Color TV Monopoly Is Denied Again by RCA

From THE DAILY Bureau

WASHINGTON, Apr. 24.—RCA gain denied today there was any atent monopoly in the color televi- ion field.

In a letter to the House Commerce nvestigating Subcommittee, vice- resident Robert L. Werner said the resent Federal Communications

(*Continued on page* 8)

Television Today Page 8

Allied Asks Speeded Up Film Playoff As Spur to Nationwide Attendance

Special to THE DAILY

WASHINGTON, Apr. 24—The motion picture industry can halt the decline in theatre attendance "by a fuller and more rapid circulation of films to and through the theatres of less than de luxe rating," Allied States Association declares in a bulletin issued from its headquarters here today. The bulletin is described as the second in a series which will be worked into a booklet "to be issued pursuant to the board of directors of Allied."

The bulletin notes "the tremendous achievement" represented by the current crop of excellent films being shown across the country. "More fine pictures were exhibited in the big city first-run theatres during the past 60 days than in any like period in the history of the business," it states.

Then, commenting on recent downbeat economic reports concerning the industry it says: "Apparently they re-

(*Continued on page* 2)

Trans-Lux Reelects 11 Directors at Meet

First quarter business of Trans-Lux Corp. has been "quite satisfactory," Percival E. Furber, chairman of the board and president, told the annual meeting of stockholders yesterday at the company headquarters here.

The company doesn't publish quarterly reports, Furber said. The pickup also applied to the company's only new theatre, the Krim, Detroit.

The meeting lasted less than 20 minutes, with only nine persons present. The principal business was re-election of the board of directors as follows: Chester Bland, Harry Brandt, Richard Brandt, Jay Emanuel, Allan Fromme, Percival E. Furber, Acquila

(*Continued on page* 2)

FCC Okays NT Buy of K.C. Radio, TV Station

From THE DAILY Bureau

WASHINGTON, Apr. 24.—The Federal Communications Commission approved the purchase by National Theatres of the Kansas City Star's radio and television stations.

This marks the entry of National

(*Continued on page* 8)

List Ind. Meet to Adjourn for 2 Weeks

The adjourned annual meeting of List Industries stockholders scheduled to vote on the proposed merger with the Glen Alden Corp. will convene today and adjourn again for two weeks without taking action.

The further adjournment is necessitated by pending stockholders' court actions to enjoin the merger. One such action brought by Louis Yeager, a stockholder, against List and Glen

(*Continued on page* 3)

Several Sessions, Plus Bus Trip For Delegates to SMPTE Meet

By WILLIAM R. WEAVER

HOLLYWOOD, Apr. 24—The fourth day of the 83rd semi-annual convention of the Society of Motion Picture and Television Engineers proved to be probably the liveliest thus far for the delegates.

A general session was followed by several periods, each limited to a single subject but, in all, embracing a wide range of topics in the electronics field.

The morning session was highlighted by the Strong Electric corporation's paper on its blown-arc projection system, with Russel Ayling and Arthur J. Hatch conducting the presentation. The advantages of the infra-red transmitting reflector and the new type of carbon were impressively registered.

Late tonight the strong organization was to provide bus transportation 21 miles from the Ambassador Hotel to the Laurel Drive-in in the San Fernando Valley for a practical demonstration following the drive-in's final performance.

At an earlier in session Harry Tei-

(*Continued on page* 8)

Writes Committee

No SBA Loans To Drive-ins, Says Barnes

'Not in Public Interest', He Tells Senate Group

By J. A. OTTEN

WASHINGTON, Apr. 24 — The Small Business Administration has turned down a Senate Small Business Committee request that drive-in theatres be made eligible for SBA loans. It said it did not find such loans to be "in the public interest."

SBA administrator Wendell Barnes, in a letter to the committee, said indoor theatres had been made eligible for SBA loans in 1956 because they needed help to modernize and stay open, and because indoor theatres helped out the entire business area by attracting people to that area. Drive-ins, he said, didn't need help to modernize and are located in iso-

(*Continued on page* 3)

Varied Items on Agenda Of WGA Weekend Meet

From THE DAILY Bureau

HOLLYWOOD, Apr. 24 — A dozen or more subjects intimately affecting the future of both the Western and Eastern branches of the Writers Guild of America are on the agenda of the semi-annual meeting of the WGA which will be held on Saturday and Sunday at guild headquarters here.

With national chairman Erik Barnouw presiding, and with presidents

(*Continued on page* 2)

Plea for USIA Boost Put Up to Senate Unit

From THE DAILY Bureau

WASHINGTON, Apr. 24. — The House Foreign Affairs Committee has decided to take no action on an Administration request for additional funds to continue the information media guaranty program.

This is the program under which the U.S. Information Agency guarantees convertibility of money received for sending motion pictures,

(*Continued on page* 2)

PERSONAL MENTION

JOSEPH GREEN, president of President Films, will leave here tomorrow for Europe.

•

HAROLD BROWN, president of United Detroit Theatres, is in New York from the automobile city.

•

ALBERT LEWIN, producer, has left New York for London via B.O.A.C.

•

IRVING COHEN, industry attorney, will leave here for London today via B.O.A.C.

•

BERRY GREENBERG, Warner Brothers supervisor for Southeast Asia and Australasia, will arrive in New York today from London via B.O.A.C.

'Stage' Is Big Here

RKO's "Stage Struck," released by Buena Vista, is heading for an opening week's gross of $16,000 at the Trans-Lux Normandie Theatre here based on the $2,000 it did on opening day, Wednesday, the theatre announced yesterday. The seven-day figure would be the highest non-holiday gross at the theatre in more than a year.

'Marjorie' $21,000

Warner Bros. "Marjorie Morningstar" had a very big opening day at the Radio City Music Hall yesterday, with the gross estimated late in the afternoon at $21,000, the company reported.

Studios Fete News Men

HOLLYWOOD, Apr. 24. – The major studios tomorrow will entertain 83 members of the International Press Institute. M-G-M, Paramount, Fox and Warner studios will host the visitors for luncheon and tours.

Arnstein in Meyer Post

HOLLYWOOD, Apr. 24–A studio manager, Eugene Arnstein, today was appointed to the board of trustees of the Motion Picture Industry Pension Plan, filling the vacancy created by the death of Fred S. Meyer.

Rogers for 'Attila'

Budd Rogers has been appointed producers representative for "Attila" by Joseph E. Levine.

Speed Film Playoff: Allied

(Continued from page 1)

gard the magnificent pictures now being made as merely an incident in the industry's death struggles."

The bulletin places part of the blame for this attitude "on the industry itself, or certain elements of it" and explains: "One segment has given wide publicity to a purported 'economic report,' tolling the bell for the movies as a private enterprise and proposing it as a candidate for government subsidization. Also, the president of a film company that never amounted to much as a producer, and which began to falter while others still prospered, recently declared that the company 'couldn't get out of the motion picture business soon enough'."

In spite of this, the bulletin continues, "a welcome note of optimism is manifesting itself which should help restore confidence in movies as a going concern. These expressions, however, are based on increased grosses, mainly in the big city first-run theatres. All should rejoice that added revenue is pouring into the producers, from whatever source, so as to encourage them to make more pictures. Thoughtful persons, however, will question whether this forward surge in only one class of theatres–the smallest numerically but containing many of the larger units–reflects a healthy recovery. The tragic fact seems to be that while grosses may be increasing, attendance is still falling off, and the larger grosses mainly reflect increased admission prices."

The bulletin then turns to what it calls "the wanton destruction of established availabilities" and charges that because of extended, first-run engagements, small theatre owners are not enjoying the new boom. To effect a true comeback, it says, top films must get to the smaller theatres.

"The industry must strengthen its foundation if it is to succeed at the top," it concludes. "Old moviegoers enticed into the theatres by recent Hollywood triumphs have been heard to exclaim they didn't know such good movies were being shown anymore. We have heard that remark here in Washington, D. C. What a wonderful thing it would be if it could be repeated over and over again by the residents of the smaller cities and towns and those living adjacent to and dependent upon the neighborhood theatres."

Trans-Lux Corp.

(Continued from page 1)

Giles, Edison Rice, Jacob Starr, Ralph Weiner and Milton C. Weisman.

The vote was 431,611 for the nominees and none against. For reelection of Bacon, Taylor and Beairsto as auditors the vote was 430,941, with 670 votes in opposition. There are 559,900 shares outstanding.

Ticker installations have slowed down, Furber reported. Richard Brandt, president of Trans-Lux Theatre Corp., said that the first quarter income of that division was satisfactory.

Varied Items

(Continued from page 1)

and officers of both branches attending, the delegates will discuss writer participation in pay-television, group life insurance, policing residual films, censorship, termination of the WGA contract with major studios and other matters.

SDG Nominates Four

HOLLYWOOD, Apr. 24 – The Screen Directors Guild has nominated the following directors for Achievement Awards during the first quarter of 1958: Richard Brooks for "The Brothers Karamazov," Delmer Daves for "Cowboy," Martin Ritt for "The Long, Hot Summer" and George Seaton for "Teacher's Pet."

AIP Will Release 12 During May, June, July

From THE DAILY Bureau

HOLLYWOOD, Apr. 24 – American International Pictures general sales manager Leon P. Blender today announced the company's scheduling of 12 releases for the May-June-July period.

This schedule, said Blender, is the largest in the company's history.

'Attila' Strong in N.E.

BOSTON, Apr. 24.–Joseph E. Levine's "Attila" grossed $5,620 in its opening day here yesterday at the Paramount and Fenway Theatres. Other New England opening day grosses were $1,590 at the Paramount, New Haven; $1,700 at the Strand, Providence; $1,650 at the Strand, Hartford, and $1,100 at the Paramount, Springfield.

Rhoden Off for Norway

HOLLYWOOD, Apr. 24 – Elmer C. Rhoden, president of National Theatres, accompanied by the circuit's engineer, R. H. McCullough, left here today for Oslo, Norway, where they will attend the opening in that city of the Cinemiracle production of "Windjammer."

Michigan Allied to Pay $2,500 in COMPO Dues

Special to THE DAILY

DETROIT, Apr. 24 – Members Allied Theatres of Michigan ha voted to pay COMPO dues of $2,5 from a fund held in trust since t national Allied unit left COMPO. T fund was created by monies collect from theatres by film salesmen a turned over to Allied.

The action was taken at a boa meeting of Michigan Allied here t week at which president Milton London reported on the renewal Allied States' affiliation with COMP

Plea for USIA

(Continued from page 1)

books, magazines and other media i to certain foreign countries. Fil companies are using the program Turkey, Vietnam, Yugoslavia a Poland.

Acting chairman Morgan (D., P said there was little support in t committee for the program, and th the committee had decided to lea the initiative on the matter to t Senate Foreign Relations Committe which has been a strong advocate the program. If the Senate put t money in its bill, he said, the Hou might go along in the final Senat House conference.

Can Operate Through June 30

U.S.I.A. officials had told the co mittee they had enough money continue operations through June 3 but that new spending authority w needed to go beyond that.

During committee hearings ma public today, several committee me bers, led by Rep. Selden (D., Al sharply criticized some of the pictur being sent overseas as not presenti "a favorable picture of our country

Robert M. Beers, in charge of t guaranty program for U.S.I.A., sa the agency screened the type of fil going overseas under the guarant program but had no control ov films going without government gua anty.

NEW YORK THEATRES

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"MARJORIE MORNINGSTAR"
Starring
GENE KELLY • NATALIE WOOD
A Warner Bros. Release • In WarnerColor
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Otte National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edito Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixt Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; The J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, eac published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fam Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreig Single copies, 10c.

BA Loans

(*Continued from page 1*)

ted areas, helping other business tle.

Though Barnes did not say so ecifically, the implication of his re- y was that he was acting on his own ithout having consulted the loan olicy board of the agency.

At the request of the Theatre Own- s of America, the small business ommittee two weeks ago asked SBA take a new look at its long-stand- g policy against drive-in loans. Com- ittee officials said today they did ot see much the committee could do ow in view of Barnes' continued re- usal.

"SBA must have realized that the ll weight of the committee was hind our request, and apparently othing can make them change their ind on this question," a committee ember declared.

Says Matter Was Considered

In his letter to the committee, Bar- es said the question of making drive- s eligible for SBA loans had been onsidered before and the SBA loan olicy board had on several occasions und that it would not be in the ublic interest to change its policy restricting theatre loans to those eeded to modernize, repair and uip four-wall theatres.

Indoor theatres, he continued, eeded government help to move ats, put in large screens and new rojection equipment, and generally odernize their physical plant in or- er to stay in business. This could ot be said to be true for drive-ins, e argued.

Cites Aid to Retailers

Moreover, he said, indoor theatres ere usually in business areas where he presence of the theatres drew peo- le to other stores and businesses and elped keep up property values in he area generally. "This is only a inor consideration, if at all, in the ase of drive-ins," which generally re in isolated areas and do not serve s a focal point of the community as our-wall theatres do," he said.

In conclusion, he declared, there as "no information submitted which ould warrant a change of policy," nd "it is not likely" the loan policy oard will change at this time.

ropping Day-Date

(*Continued from page 1*)

ing district and the State is uptown ere.

The new policy was begun in arch when the State opened "Wit- ess for the Prosecution" while the rpheum continued to play "Don't o Near the Water" for a second eek. "Witness" remained for eight eeks at the State and "Water" for x at the Orpheum.

.S.-Soviet Meet Today

WASHINGTON, Apr. 24.—Top- evel U.S. and Soviet film negotiators ill hold another meeting tomorrow. hey met until after midnight yester- y, but refused to comment.

FEATURE REVIEWS

Thunder Road

D.R.M.—U.A.

HOLLYWOOD, Apr. 24

It will be news to most every-day cititzens of these United States that a very large number of otherwise upright and honorable people in the deeper South are regularly and determinedly engaged in making, running, and marketing moonshine whiskey in spite of the diligent efforts of Treasury Department operatives to teach them the error of their ways. This fully documented account of the beliefs and practices of these citizens, not as of some distant yesterday but as of right now, is worth the price of a theatre admission for its informative value alone.

That is not to say or imply that the picture is a documentary. No. It's a swift, actionful melodrama, played intelligently and with much force by a cast headed by Robert Mitchum and and his son Jim. It's a better picture than mention of its subject matter is likely to suggest to the purchasing public. Persevering exploitation may counteract that circumstance.

The scene of the screenplay by James Atlee Phillips and Walter Wise, based on a story by Mitchum Sr., is Memphis and thereabouts. The elder Mitchum portrays the best and best known whiskey runner in that section of the corn-liquor belt, a mountain boy who's been outside the hill country and learned big things but has come back to carry on the family business, which is moonshine. His special talent is for driving souped-up cars down from the stills in the hills to the tax-beating buyers in the cities, and the picture depicts powerfully many clashes between him and the authorities. His principal trouble is not with them, however, but with an invasive mobster who has set out to take over the whole moonshine industry. The mobster is likewise the principal concern of the Treasury force assigned to the situation. How it all works out in the long and violent run is not much different from the way it used to work out in the Cagney-Bogart-Robinson cycle of bootlegger pictures, with the notable exception that the bootleggers in this case are not gangsters, but just nice, orderly, peace-loving moonshiners, who invite your sympathy almost to the point of wishing the law wasn't so dead set against them.

The direction by Arthur Ripley is plain, strong and telling. John Burch and Jack Lannan are down as production managers.

Running time, 94 minutes. General classification. Release, in May.

WILLIAM R. WEAVER

Night Ambush

Rank Film Dist. of Am.

Michael Powell and Emeric Pressburger have taken the book by W. Stanley Moss, "Ill Met By Moonlight," which related the World War II story of the capture of a German general by British and Greek commandos in Crete and his shipment to Cairo after weeks of flight up and down mountains and around villages, and have fashioned it into a tense melodrama with occasional flashes of humor and native music.

Dick Bogarde, who is becoming known to American audiences, is the British major in charge of the guerrilla fighters and Marius Goring is the German general.

The picture was obviously made in Crete, where the natives are now trying to eject the British. Several of the players are Greeks, who turn in convincing performances.

All the action centers around the plot for the capture, its execution, the pursuit by German soldiers, the flight over mountain ranges to a beach in the possession of the Germans and the reversal of this gruelling struggle back over the mountains to another bay where they connect with a British gunboat.

The story is realistic and gripping for the most part, but the musical score introduces off-screen choruses from time to time that seem out of place. Powell and Pressburger wrote the script and produced and directed.

It is an exploitable action film with male appeal. Romance is completely lacking.

Running time, 93 minutes. General classification. Release, in July.

JAMES M. JERAULD

Ed Zabel Dies; Veteran Washington Showman

Special to THE DAILY

OLYMPIA, Wash., Apr. 24. — Ed Zabel, 79, pioneer Olympia theatre owner and operator, died of a heart attack while on a trip to California. He opened his first theatre in Olympia in 1909, and later built the Capitol Theatre Building in 1924. He retained an interest in the theatre until his death.

He is survived by his three sons, who will continue to operate the theatre. Deceased was a native of Stillwater, Minn.

Filmack Makes Color Refreshment Trailer

Special to THE DAILY

CHICAGO, Apr. 24.—Filmack Corporation has announced completion of an all new Technicolor, animated refreshment trailer for indoor theatres.

The trailer, titled "Tex Rides Again," is in line with today's popular Western theme. Forty-five seconds long, in a setting of clever animation of the "Wild West," the star, Tex, along with a talking horse, tells the story of the "treats" featured at the refreshment stand.

Asks Caution

(*Continued from page 1*)

cent annual meeting here after his attention had been called to the situation by Geoffrey Shurlock, Production Code Administrator, when Johnston last visited Hollywood two weeks ago.

Shurlock had pointed out that the increasing number of such films and the fact that distributors are selling them and exhibitors playing them as double features aggravate their objectionable qualities and center critical public attention on them. Seen alone, or in company with less lurid program fare, they are proportionately less objectionable, it was contended.

Not Yet 'Out of Hand'

The official MPAA feeling is that the situation has not gotten out of hand but that the directors do not want it to and agree that precautions must be taken to prevent that. In addition to the admonition to producers considering such pictures, the P.C.A. also has been asked by the board to exercise greater care in dealing with pictures of the type in question and to employ any other remedies available to it to discourage the more objectionable types.

It is contended that one producer will endeavor to outdo another in the making of such films and that eventually they arrive at the point where even the most liberal interpretation of the Production Code can no longer countenance them. It is with this in mind that the P.C.A. has been alerted to its role in keeping the situation under control, it was stated. Nevertheless, that role will be a persuasive one in the main, it was suggested, with Shurlock reminding producers of the potential harm to the industry's public relations that specific treatments, not necessarily violations of the Code, entail and offering suggestions where objectionable material is encountered in scripts.

Solution Called Simple

The problem will pretty well solve itself if releases of the type in question become fewer and farther between, it is felt also.

List Industries

(*Continued from page 1*)

Alden was adjourned until May 1 by Federal Judge Sugarman in U. S. District court here yesterday.

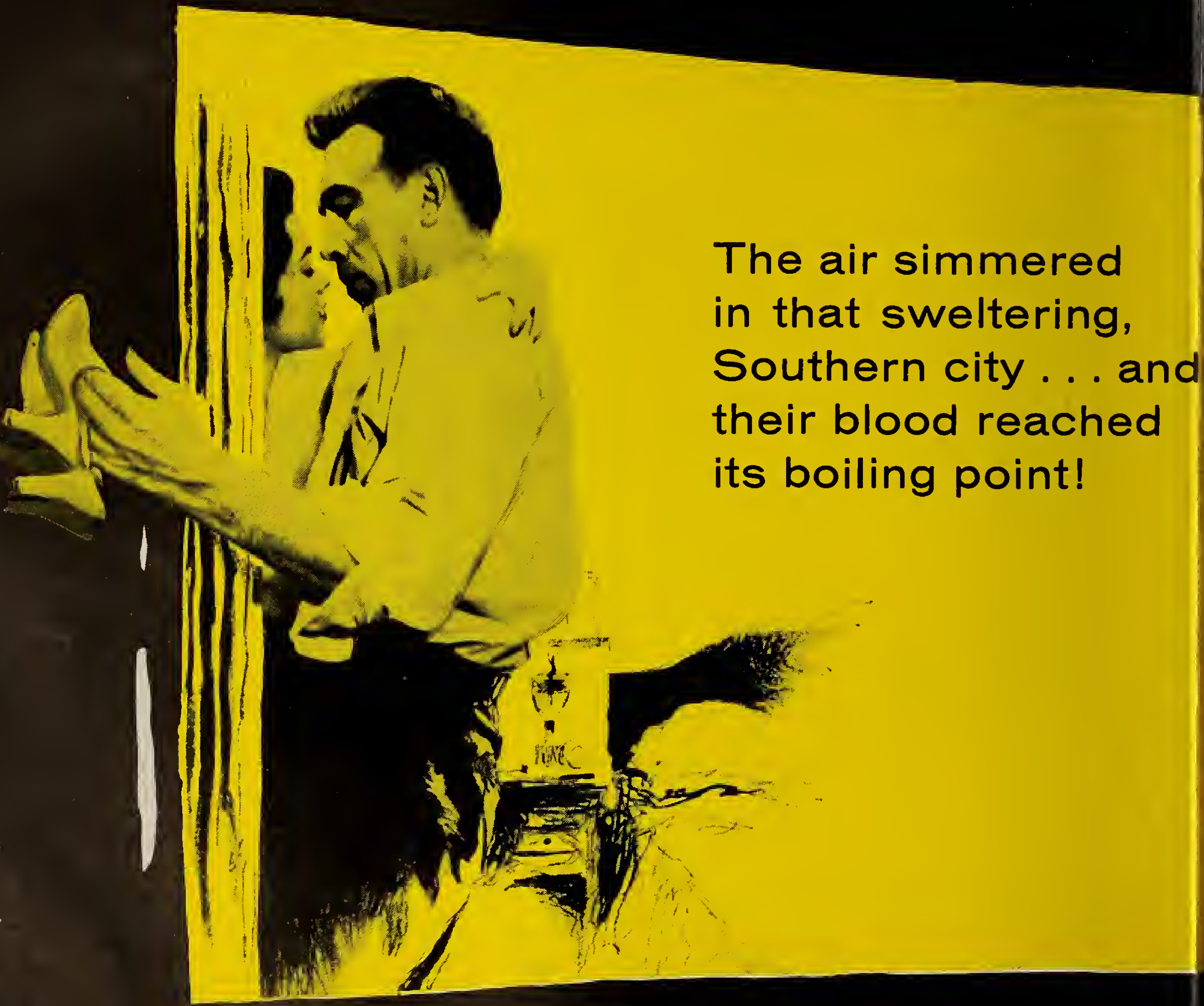
A decision on another action brought by Samuel Gilbert against Glen Alden, and which was heard last week in Kings County Supreme Court is being awaited. Still another action, Farris vs. Glen Alden, is scheduled to be heard in Wilkes Barre, Pa.

Mirisch Signs Monroe

Marilyn Monroe has been signed to star in "Some Like It Hot" to be produced and directed by Billy Wilder for the Mirisch Company and United Artists release, it was announced yesterday by Harold Mirisch, president of the producing organization.

A DRAMATIC SIZZL

SPELLS HO



The air simmered in that sweltering, Southern city . . . and their blood reached its boiling point!

PARAMOUNT presents

SHIRLEY BOOTH · ANTHONY QUINN · SHIR

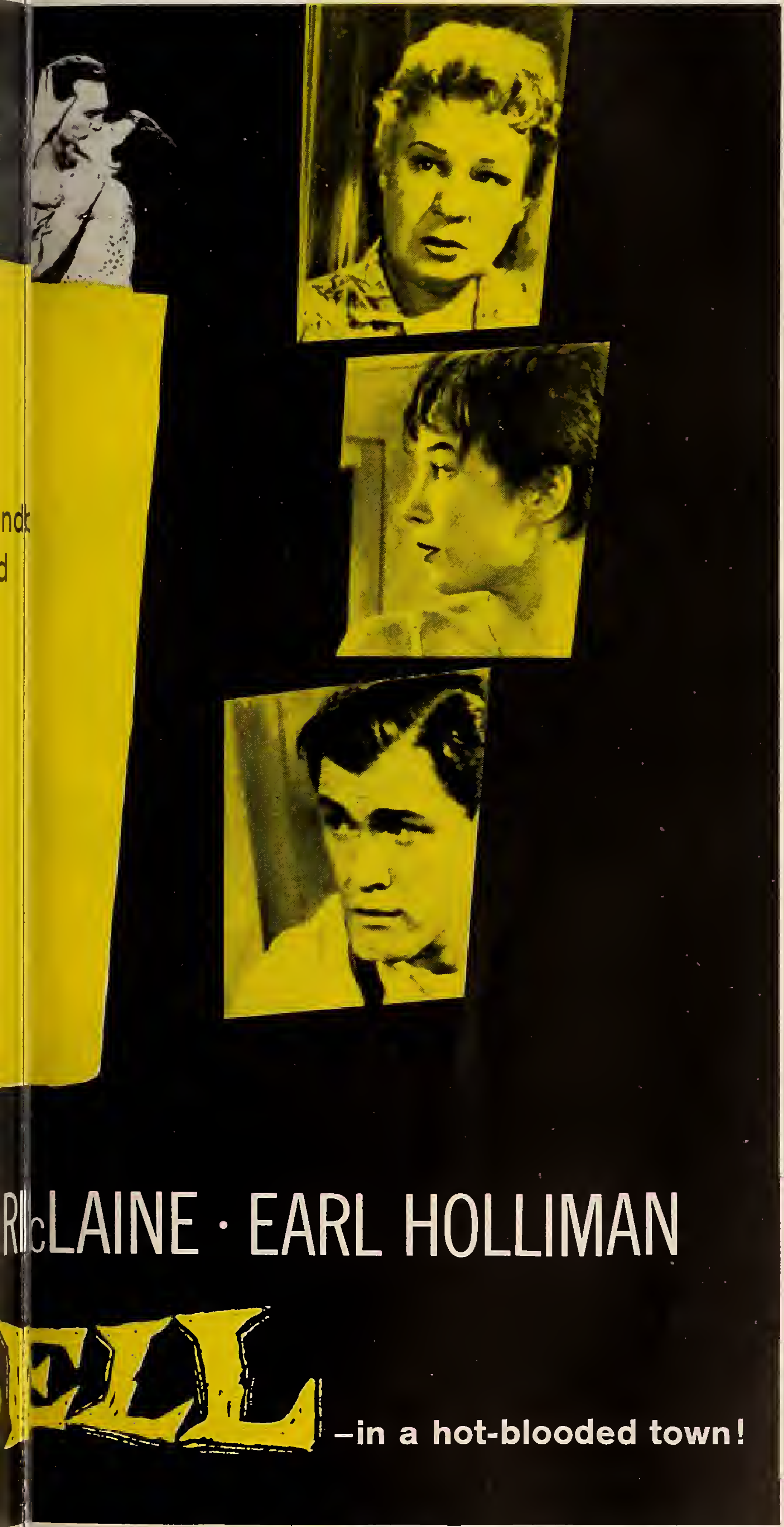
IN

HAL WALLIS' PRODUCTION

HOT S

with EILEEN HECKART · Directed by DANIEL MANN · Screenplay by JAMES P

R FROM HAL WALLIS
BOXOFFICE!


nd
d
RIcLAINE · EARL HOLLIMAN
ELL
–in a hot-blooded town!

The producer who has delivered you so many big moneymakers— now teams Academy Award winners Shirley Booth and Anthony Quinn . . . and supports them with two marquee-brilliant younger stars, Shirley MacLaine and Earl Holliman . . . to give the theatres of the world a power-charged blockbuster . . . in Paramount's great new line-up of quality-and-quantity product!

d upon a Play by LONNIE COLEMAN · Music Score by ALEX NORTH

VISTAVISION®

BEST TELEPLAY WRITING, HOUR OR MORE:
Rod Serling for *The Comedian*
Playhouse 90

BEST DRAMATIC SERIES WITH CONTINUING CHARACTERS:
Gunsmoke

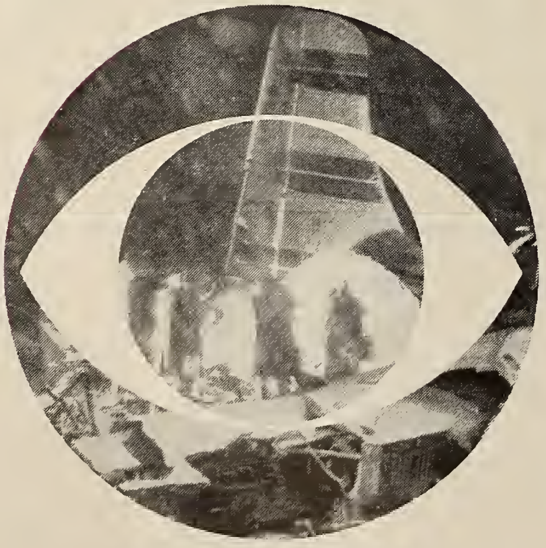
BEST LIVE CAMERA WORK, THE ENTIRE SERIES:
Playhouse 90

BEST CINEMATOGRAPHY FOR TELEVISION:
Harold E. Wellman, *Hemo the Magnificent*
Bell Telephone Science Series

BEST NEW PROGRAM SERIES OF YEAR:
Seven Lively Arts

FIRST "SPECIAL TRUSTEE" AWARD:
Jack Benny
on *The Jack Benny Show*

BEST TELEPLAY WRITING, HALF-HOUR OR LESS:
Paul Monash for *The Lonely Wizard*
Schlitz Playhouse of Stars



BEST COVERAGE OF UNSCHEDULED NEWSWORTHY EVENT: Feb. 3, Rikers Island (N.Y.) plane crash on *World News Roundup*

BEST DIRECTION, HALF-HOUR OR LESS:
Robert Stevens, *The Glass Eye*
Alfred Hitchcock Presents

BEST COMEDY SERIES:
The Phil Silvers Show

BEST EDITING OF A FILM FOR TELEVISION:
Mike Pozen for *How To Kill a Woman*
Gunsmoke

BEST CONTINUING PERFORMANCE, MALE, PERSON WHO PLAYS HIMSELF:
Jack Benny on *The Jack Benny Show*

BEST SINGLE PROGRAM OF YEAR:
The Comedian
on *Playhouse 90*

BEST SINGLE PERFORMANCE BY ACTRESS:
Polly Bergen on *Helen Morgan Story*
Playhouse 90

BEST COMEDY WRITING:
Nat Hiken, Billy Friedberg, Phil Sharp, Terry Ryan, Coleman Jacoby, Arnold Rosen, Sidney Zelinka, A. J. Russell and Tony Webster
The Phil Silvers Show

BEST NEWS COMMENTARY:
Edward R. Murrow
for *See It Now*

BEST DRAMATIC ANTHOLOGY SERIES:
Playhouse 90

Thanks

–for giving your best!

Last week the talented and creative people who are attracting to television the largest audiences in the history of show business honored the outstanding achievements of their colleagues. That so many were able to do their best work on the CBS Television Network helps explain why this network was able to win the largest average nighttime audiences in each of the 66 consecutive Nielsen Reports since July 1955.

Television Today

TV Monopoly

(*Continued from page* 1)

Commission color standards embody specifications recommended by virtually the entire industry as the best available, and that under these standards "there neither is nor can there be any monopoly postition in color TV patent licensing."

No Resumption Dated

The Subcommittee today questioned William H. Bauer, former FCC patent adviser, on his testimony of yesterday that the FCC had, by taking a hands-off policy, strengthened RCA's broadcast patent monopoly. After the questioning, they recessed without specifying a date for resuming the hearings.

FCC Approves

(*Continued from page* 1)

into the TV field. The Star had to sell the stations, WDAF-FM-TV, under a government anti-trust consent decree. National agreed to pay $7,600,000 for the stations.

All the commissioners approved the sale exception commissioner Hyde, who was out of town.

Morin Joins MGM-TV As Sales Executive

Robert B. Morin has joined MGM-TV as a sales executive, it was announced by Richard A. Harper, general sales manager for the company. Morin was formerly associated with National Telefilm Associates. Prior to that, he was manager of program film sales for Associated Artists Productions.

According to Harper, Morin will headquarter in New York, and will work in sales in the Eastern region of the country.

KTIV, Sioux City, Will Become ABC Affiliate

Station KTIV, Sioux City, Ia., will become an affiliate of the ABC Television Network May 22, it was announced by Alfred R. Beckman, vice-president in charge of ABC-TV Station Relations.

KTIV is owned and operated by the KTIV Television Co. The Channel 4 station operates with 100,000 Watts video power and 50,100 watts audio power.

President and general manager of KTIV is Dietrich Dirks.

SMPTE Convention

(*Continued from page* 1)

telbaum, of the Hollywood Film Company, demonstrated a 16mm. film splicer that employs transparent tape, and a new "easy editor" machine employing friction drive instead of the usual sprocket.

The evening session was devoted to video-tape recording, with Ampex, Radio Corporation of America and Minnesota Mining Company presenting, in all, seven papers and demonstrations.

Tie-ups for 'Lineup'

SAN FRANCISCO, Apr. 24.—The local police department, CBS television network and the latter's KPIX outlet here have all joined forces with Columbia Pictures and the Paramount Theatre for the world premiere of "The Lineup" on May 1. Police elements, including the famed ceremonial motorcycle corps, will participate in the premiere festivities, which will be carried by KPIX. Prior to opening night, all of the local KPIX programs will plug the premiere for a week.

Wesley Barry Firm Set

HOLLYWOOD, Apr. 24 – Television film producer Wesley Barry has announced the formation of Genie Productions, Inc., to film 13 half-hour 'Jolly Genie' films.

'Anybody Can Play' To Debut on July 6

"Anybody Can Play," an aud panel quiz program with $10,000 prizes for winning home vie makes its debut on ABC-TV Su July 6, 8:30-9 P.M., EDT. R. J. nolds Tobacco Co., for Salem C ettes, will sponsor the John G Productions' show. Agency is Wi Esty Co.

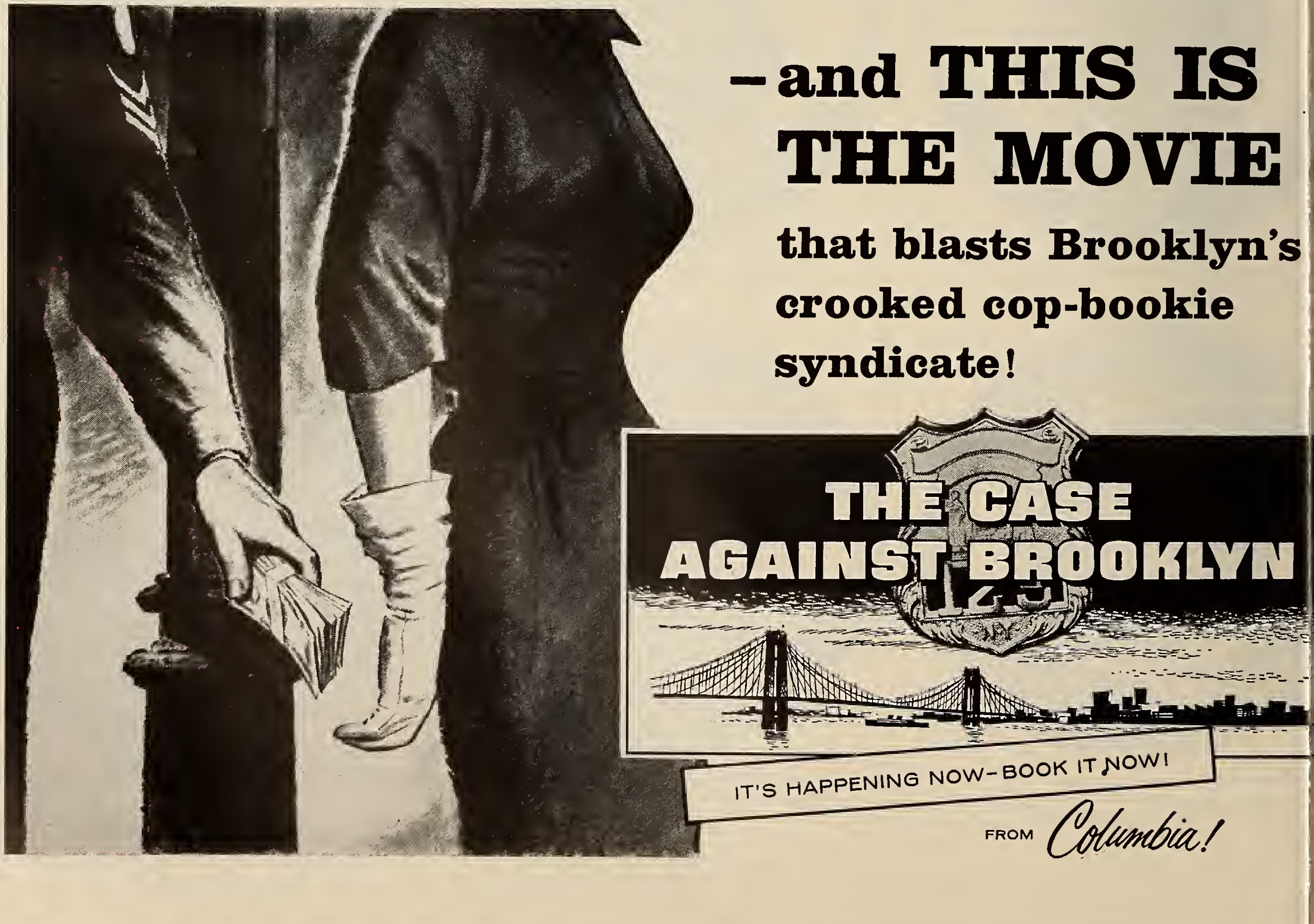
Veteran announcer George F man will star as master of cerem for the weekly "live" present from Hollywood.

Home Viewers May Compet

"Anybody Can Play" pits four dio audience contestants in com tion for cash and other valu prizes by answering questions point system. The audience estin the order in which it believes panelist will emerge in the spi competition. Home viewers, by a entry, may compete for the $10 cash prizes awarded at periodic tervals.

Corwin TV Station O

WASHINGTON, Apr. 24. – Federal Communications Commis today gave exhibitor Sherrill Co a construction permit for a UHF vision station in San Diego, C Corwin has stations, or interest stations, in several other localiti


–and THIS IS THE MOVIE
that blasts Brooklyn's crooked cop-bookie syndicate!
THE CASE AGAINST BROOKLYN
IT'S HAPPENING NOW–BOOK IT NOW!
FROM Columbia!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 83, NO. 82 NEW YORK, U.S.A., MONDAY, APRIL 28, 1958 TEN CENTS

riton Cited

lumanitarian ward Goes to ord Nuffield

ıriety Club Presentation y Duke of Edinburgh

By PETER BURNUP

LONDON, Apr. 27 – Lord Nufd, born William Richard Morris, a itish automobile manufacturer who donated over £27,000,000 ($75,0,000) to charitable causes, was med recipient of Variety Clubs International 1957 Humanitarian Award the banquet Friday night closing organization's annual convention re. Presentation of the award was de by H.R.H. Prince Philip, Duke Edinburgh, at Dorchester House. Lord Nuffield, who is 80 years old,

(*Continued on page* 2)

.A. Production Set-up Cited in 'Fortune'

United Artists is called the only n company "with a system of true dependent production" in an article the May issue of "Fortune Magae" out this week. The article is titled "The Derring-Doers of Movie siness," and a blurb states that obert Benjamin and Arthur Krim

(*Continued on page* 2)

Vill Rogers Hospital oard Meet, June 26-29

The board of directors of the Will gers Memorial Hospital and Rearch Laboratories will hold their nual meeting and inspection of the spital facilities June 26-29, A. Mongue, president, and R. J. O'Donnell, airman, announced at the weekend. The directors, with their guests,

(*Continued on page* 3)

Television Today

Page 3

Philadelphia Tent Wins Variety Heart Award

From THE DAILY Bureau

LONDON, Apr. 27 – Philadelphia's Tent No. 13 was voted the Variety Clubs International annual Heart Award after delegates to the annual convention here heard reports on the heart projects of all tents.

The Philadelphia tent's project is a club camp and infantile paralysis, for which it raised $262,000 last year and by which 7,285 were benefitted.

Honorable mention for the Heart Award went to Charlotte's Tent. No. 24, whose project is a children's clinic and eye clinic, for which it raised $40,567 benefitting 10,857.

Fox Plans Exploitation 'Package' for Each Film

Inauguration of a "public merchandising package" for local-level, all-media exploitation of every 20th Century-Fox feature release was announced to the company's district managers by Alex Harrison, general sales manager, at weekend meetings held at the company home office.

The "package" will supplement

(*Continued on page* 3)

Ballance in Advisory Capacity with Fox

Harry G. Ballance, Southern Division sales manager for 20th Century-Fox Film Corporation for the past 26 years, with headquarters in Atlanta, has entered into a new long-term agreement with the company effective Sept. 1. Under the new agreement Ballance will function in an ad-

(*Continued on page* 3)

Stellings Issues Statement Backing NT

TOA Asks Justice Reconsider NT Ruling

Asserts Production by Circuits Would Solve 'Critical' Shortage of Product

Special to THE DAILY

CHARLOTTE, N. C., Apr. 27–The Theatre Owners of America has asked the Department of Justice to re-evaluate the terms of its recent decision on the proposal of National Theatres to produce feature films, Ernest G. Stellings, TOA president, said in a statement issued here at the weekend.

National had asked Justice to consent to modification of the Paramount judgment to permit National to produce or to invest in the production of feature pictures for a five-year test period, with pre-emptive rights to show these features in National's theatres. The Department ruled it would consider a "reasonable experiment" by National in picture-making or in financing, provided the proposal "envisioned no pre-emptive rights and gave full account to the exigencies of competitive conditions in the movie industry."

TOA was "deeply disappointed and

(*Continued on page* 2)

Paramount Has 18 Ready; Starting 10 Soon

Paramount Pictures has a backlog of 18 completed new films and plans to add to the supply "steadily during the remainder of 1958," the company said in a statement issued at the weekend. In addition the company will step up its release schedule in coming months with five top pictures set for June, the announcement added. Paramount now has eight films in release, including "The Ten Commandments."

The company's expanded production program calls for at least 10

(*Continued on page* 2)

Form Liza Music Corp.; Jack Saunders Manager

The Liza Music Corporation has been formed by Michael Todd, Jr., and Elizabeth Taylor Todd, it was announced here by Michael Todd, Jr. The Liza Music Corporation owns the copyrights to all the music in the sound track of "Around the World in

(*Continued on page* 3)

Nielsen Rating Confirms Academy Telecast Drew Largest Audience of This Year

Nielsen television ratings released over the week-end confirmed earlier reports, according to COMPO, of the record-breaking size of the audience that watched the Academy Awards telecast March 26.

The Nielsen figures indicate the telecast, at any average minute in its one hour and 45 minutes' duration, was being watched in 19,211,000 homes. This, according to television authorities, is the largest number of homes per minute which have been tuned in to any television program of the current television season. It represents 78.2 per cent of the possible audience, largest for any TV attraction this year except the World Series last autumn.

NAB Meet to Consider Network Role of U. S.

From THE DAILY Bureau

LOS ANGELES, Apr. 27. – Delegates from all parts of the country began arriving here today for the 36th annual convention of the National Association of Broadcasters which gets underway officially tomorrow at the Biltmore Hotel.

A number of groups arrived last

(*Continued on page* 3)

Television in Spotlight As SMPTE Meet Ends

From THE DAILY Bureau

HOLLYWOOD, Apr. 25 – More than 1,500 members of the film and television industries, who made the 83rd semi-annual convention of the Society of Motion Picture and Television Engineers the best attended ever held in Los Angeles, began departing at the weekend for home.

With splendid weather prevailing

(*Continued on page* 3)

PERSONAL MENTION

HARRY MANDEL, assistant to the president of RKO Theatres, is scheduled to return here this week from a West Coast business trip and a stopover in Palm Springs.

•

Richard F. Walsh, president of the IATSE, will return to New York from London today via B.O.A.C.

•

Joseph L. Mankiewicz, president of Figaro, Inc., will arrive in Hollywood today from New York.

•

Duncan MacGregor, president of Pathe Cinema Corp., left New York on Saturday aboard the "Ile de France" for Europe.

•

Edward Sutherland, director, will leave New York for Bermuda today via B.O.A.C.

Fox Midwest to Close Tower Theatre, K. C.

Special to THE DAILY

KANSAS CITY, Mo., Apr. 27—The Tower Theatre, large downtown Kansas City movie house operated by Fox Midwest Theatres, Inc., will be closed Wednesday, April 30. The reopening or permanent shuttering of the theatre is said to hinge to a great degree upon whether the Fox management is able to acquire "South Pacific."

The elimination of the Tower will leave the Fox circuit with three other first-run theatres, the Uptown in Kansas City, the Granada in Kansas City, Kansas, and the Fairway in Johnson County, Kansas.

Paramount Has 18

(*Continued from page* I)

major films to start shooting in the months ahead, it was stated.

The release schedule for the spring-summer season is as follows: May; "Maracaibo"; June; "Hot Spell," "Vertigo," "Another Time, Another Place," "Space Children," and "The Colossus of New York." July: "King Creole" and "Rock-A-Bye Baby."

Ten pictures are completed and awaiting release. These include "Houseboat," "The Matchmaker," "The Black Orchid," "The Hot Angel," "When Hell Broke Loose," "Too Young for Love," "Showdown at Gun Hill," "The Tempest," "I Married a Monster from Outer Space," and "The Buccaneer."

Properties scheduled for production in the future total 15.

UA Production Setup Cited

(*Continued from page* 1)

brought United Artists Corp. bouncing back from the dead in just a few years by gambling that Hollywood actors could be trusted with whopping sums of money."

The quote about the film company's system for independents is attributed to producer Otto Preminger, who goes on to say that UA "recognizes that the independent has his own personality. After they agree on the basic property and are consulted on the cast, they leave everything to the producer's discrimination. Most of the time, when the others make an independent contract, they want to be able to approve the shooting script and the final cut."

Praise from Stanley Kramer

Producer-director Stanley Kramer is quoted in a further tribute to Benjamin and Krim as follows: "This is the sunset phase in the movie business. Right now it's knuckle, knuckle, knuckle, and each picture we produce has to be a specific jewel in itself, made with talent and prayer. The creative people are the only ones who can do this. At U.A. they believe in letting the creative person create the film. As long as the climate there stays as it is, I don't want to be any other place."

The Fortune article takes the production of one film, "The Vikings," to "reveal the essentials of how Krim and Benjamin work" and comments: "As casual, even reckless as it looks, it is a method they have used with success."

Highlights revealed about "The Vikings" include that U.A. bought movie and TV rights to the Edison Marshall novel for $30,000 plus six per cent of the net and transferred ownership to Bryna Productions, Kirk Douglas' company. Richard Fleischer was hired to direct for $50,000 cash, a deferred payment of an additional $50,000 and 5 per cent of the net.

To Get 25% of Net Profit

For each $250,000 the film went above budget Douglas agreed to make another picture for U.A. and himself assume a quarter of a million in initial costs. U.A. was to get 25 per cent of "The Vikings" net profit plus its standard distribution fee: 30 per cent of the gross in the U.S., Canada and England, 40 per cent elsewhere.

The money for pre-production costs had come out of U.A. funds, and the rest was secured in bank loans: $1,500,000 from New York Chemical Corn Exchange; $500,000 from French and German banks; $263,000 from Norway; $393,000 from England. Final cost of "The Vikings" came to $4,317,334, the article states.

Pickford-Chaplin Deal Outlined

The article also gives details on the terms under which Benjamin and Krim acquired U.A. from Charles Chaplin and Mary Pickford. Chaplin sold his share for $1,100,000, and Miss Pickford's price was $3,000,000. U.A. borrowed $2,000,000 to pay her and gave her a debenture for the rest, it is stated.

List, Glen Alden Meets Adjourned to May 9

The adjourned annual meeting of List Industries stockholders scheduled to vote on the proposed merger with the Glen Alden Corp. was convened on Friday and then adjourned again until May 9. The adjournment was made necessary by pending stockholders' court actions seeking to enjoin the merger.

Stockholders of Glen Alden will also meet again on May 9. On Friday they recessed without action on the election of directors. At the meeting April 8 Glen Alden stockholders voted approval of the merger with List.

Form Gordon Company

HOLLYWOOD, Apr. 27 — Alex Gordon, independent producer of 12 exploitation pictures distributed by American International Pictures, has sold that company his interest in those films and formed Alex Gordon Productions to make higher-budget films for another releasing arrangement.

Humanitarian Award

(*Continued from page* I)

was born in Oxford, where he worked in his early years as a bicycle mechanic in the humblest of circumstances. In 1912 he designed what was then Britain's lowest-priced automobile and now a car which is still exported worldwide. He is credited with defeating the Ford Company "assault" on Britain.

In 1929 a baronetcy was created for him; in 1934 he was made a baron; and in 1938 viscount.

Lord Nuffield has donated virtually all the profits from his manufacturing company to Oxford University, notably the Radcliffe Infirmary, where, within ten years with the help of his bequests, the mortality of cranial surgery has been reduced from 90 per cent to ten.

Other hospitals which have benefitted from the Morris millions include London "Guys" and the Hospital for Children where donations have totaled £80,000 ($224,000). In 1943 he founded the Nuffield Foundation Charitable Trust.

TOA Asks D-J

(*Continued from page* 1)

disturbed" by the Justice decisio
Stellings said in his statement. "
positive roadblock has been re-estal
lished to prevent former affiliated ci
cuits from producing pictures an
thereby solving one of the most criti
cal problems facing America's motio
picture theatres today, to wit—that o
finding new sources of films to kee
themselves in business."

Justice has in effect told Nationa
"we will let you make pictures for
test period . . . but you can't sho
them in your own theatres," Stelling
declares. This, he said, "removes th
principal incentive for the former af
filiates to make pictures."

Stresses Change in Conditions

Stellings asks that Justice recon
sider the decision "not in the light o
interpreting the Paramount Case de
crees of almost ten years ago whe
conditions in our industry were nea
their peak of prosperity, and whe
television had not yet become estab
lished, but in the light of present con
ditions in the industry that is face
with tremendous competition of fre
home and other entertainment and th
backbreaking problem of not havin
enough product to keep people com
ing regularly to its theatres."

"At the same time," he continues
"we share with National Theatres it
disappointment at not receiving
green light to help itself and our in
dustry, and pledge to National tha
TOA stands ready to do everythin
within its power to help National an
all other former affiliates, attain tha
objective.

TOA Cooperation Pledged

"And we further pledge to the De
partment of Justice our willingnes
to assist in any way possible to pro
vide such facts, counsel, or confirma
tion it might desire to help it re
evaluate its decision and to continu
relationships in the spirit of coopera
tion and progress that have existed fo
so many years."

IENE Endorses B-B

BOSTON, Apr. 27—The board of directors of Independent Exhibitors Inc., of New England, a unit of Allied States, voted at its monthly meeting here to endorse the all-industry business building program. The Boston office, under the management of executive secretary Carl Goldman, is sending its members the COMPO brochure which explains the program.

'Terror!' Here May 14

M-G-M's "Cry Terror!" will ope
at the Victoria Theatre here o
Wednesday, May 14.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor: Floyd E. Stone. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor. Telephone HOllywood 7-2145; Washington, J. A. Otten. National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

:VIEW:

This Angry Age

De Laurentiis—Columbia

ERE ARE A number of intriguing dramatic situations in this picture, ich takes place in modern-day French Indo-China, and tells the story the struggle of an ambitious and dedicated widow to protect her perty there against both scheming bankers and the ravages of nature. ere are also in this film a good half-dozen colorful and provocative aracters who are played by a talented cast of international renown, luding (in the order of billing) Silvana Mangano, Anthony Perkins, chard Conte, Jo Van Fleet, Nehemiah Persoff, and Alida Valli.

And, thirdly, "This Angry Age" has some brilliant scenic shots, taken location in Thailand (serving as Indo-China) and photographed in chnirama and Technicolor. These include glimpses of native villages d vast rice fields and a raging storm that destroys a dike built against e sea, as well as some quick looks at a variety of exotic activities in a arby city.

Of the characters in the story the most fascinating is the widow, who s all the qualities of a real pioneer. She had been a French school cher who put the last of her savings into buying large tracts of wasteid along the Indo-China coast and then worked unceasingly to transrm them into profitable rice fields. Her two children, a son and daughr, want her to sell the land and move to the city. This she refuses to —even after a storm has destroyed her sea dike of dirt and palm logs. e simply sets out to find the money to rebuild it with concrete. But fore she can do so, she dies.

All the facets of this lady—her quick temper, burning determination, ncern for her children, and silent suffering—are brilliantly expressed by iss Van Fleet, who is one of the best character actresses on the screen day.

HE ROLE OF HER SON is played by Perkins, whose fans grow more and ore numerous and ardent. This role is not as demanding as some he s had in the past, but it is a pleasant change of pace for him, even fording a brief opportunity to sing and dance. He is not a neurotic lolescent this time—but a restless and rebellious one who runs away om home because he is attracted to life in the city. While there he s an affair with an older woman (played by the still attractive, if much der, Valli). In the end he returns to take up his mother's work on the rm after her death.

Playing his sister is Miss Mangano, who is known to U.S. audiences iefly through the Italian film, "Bitter Rice." In her role she is also quired to express discontentment with her lot, and she spends much her time warding off the advances of amorous men. (The frank nature, cluding dialogue, in which this is shown advise an adult audience assification for the film.) Miss Mangano dances enthusiastically with erkins to some jazz music in two scenes, but the rest of the time she strangely subdued. However, her suitors are acted with spirit and inividuality by Conte as an ex-sailor and notably by Persoff as a man ho is extremely repulsive but rich. The sister leaves the farm with Conte the end.

The full credits for "This Angry Age" read like an international who's ho of film making. The actors, of course, represent Hollywood, Rome, nd Paris. The producer was Dino De Laurentiis (Italy); the director nd co-scriptwriter, Rene Clement (France) and the other writer, Irwin haw (America). The story was adapted from the novel "Sea Wall" y Marguerite Duras (France).

unning time, 111 minutes. Adult classification. Release, in May.

RICHARD GERTNER

iza Music Formed

(*Continued from page* 1)

0 Days," and will have offices in ew York.

Jack Saunders, who had been assoiated with the late Michael Todd ver the past 20 years and has acted s music advisor to the Michael Todd ompany, has been named vice-presient and manager of the Liza Music ompany, this appointment to be efective immediately.

Will Rogers Hospital

(*Continued from page* 1)

will leave New York by special train the evening of June 26, and will spend the following day visiting and inspecting the Will Rogers Hospital at Saranac Lake, N. Y. The following day the annual meeting of the board will be held at Herman Robbins' Edgewater Motel at Schroon Lake, N. Y., with the group returning to the city the day after by special train.

Television Today

'Golden Mike' Awards To Women in Radio-TV

Special to THE DAILY

SAN FRANCISCO, Apr. 27 – "Golden Mike" awards went to seven women at the seventh annual convention of American Women in Radio and TV, Inc., which closed here today. The winners were:

Phyllis Knight, of WHAS, Louisville; Rozelle Fabiani, of WRBL-TV, Columbus; Alma John, of WWRL, New York; Ella Will McKinney, of the Alabama Educational TV Network, Birmingham; Kay West, of KEX, Portland, Ore.; Lee Phillip, of WBBM-TV, Chicago, and Ruth Allen of WGAR, Cleveland.

Speakers at the convention included: Harold E. Fellows, president of the National Association of Broadcasters; Donald McGannon, president of Westinghouse Broadcasting Co.; Alice Leapold, assistant to the U. S. Secretary of Labor, and Dr. G. Herbert True of Notre Dame University.

SMPTE Meet Ends

(*Continued from page* 1)

throughout the week, the conventioneers saw California at its best and their respective industries made sturdy strides forward technologically.

The Friday morning session on plastics was highlighted by a panel session in which the usefulness of plastics for studio sets and props was thoroughly explored.

Television studio practices were discussed in six papers delivered at the afternoon session.

The evening session, devoted to television and distribution of television films, was conducted at the ABC television center.

NAB Meeting

(*Continued from page* 1)

week, including representatives of ABC-TV affiliates, who met Friday, and those of the Mutual network, who were meeting today.

The number one item on the agenda for this year's convention is the Covernment's role in the future of network broadcasting. Furnishing much material for conversation, official and unofficial, will be the Barrow Report and the Congressional investigation of the activities of the Federal Communications Commission. All six Commissioners, incidentally, will be on hand (paying their own bills) to attend the regular FCC panel session.

The convention gets underway tomorrow morning with a TV film session, featuring panels on feature films and syndicated films. In the afternoon, the convention will focus on another major question facing the television industry. The Labor Clinic will discuss "Technological Change and Collective Bargaining." Sessions continue through Thursday.

Omaha Station Buys Para. Films from MCA

MCA-TV announced at the weekend that KETV, Omaha, Neb., had become the first station to purchase pre-1948 product of Paramount Pictures on an individual picture basis, which is the policy adopted for selling the films by MCA-TV.

Eugene S. Thomas, vice-president and general manager of KETV made an offer for each of the Paramount Pictures and purchased them at MAC-TV's asking price.

Ballance Consultant

(*Continued from page* 1)

visory capacity. His headquarters will remain in Atlanta.

Paul Wilson will continue as southeast district manager with offices in Atlanta, and Mark Sheridan as southeast district manager with headquarters in Dallas, Texas.

Ballance is a veteran of more than 40 years service in the motion picture industry. He started his motion picture career with Paramount in 1918, and went to Fox with the late Sidney R. Kent in 1932. He has been southern division sales manager since then.

Soviet-U.S. Decision Expected This Week

From THE DAILY Bureau

WASHINGTON, Apr. 27 – A decision is expected one way or the other this week, in the negotiations between Soviet and U.S. representatives seeking a reciprocal film pact. Talks on Friday merely extended the impasse existing from the beginning.

Fox Exploitation

(*Continued from page* 1)

every feature contract starting with "Fraulein."

Charles Einfeld, vice-president, outlined the composition of the "public merchandising packages" on "Fraulein," "Ten North Frederick," "From Hell to Texas," "Count Five and Die," "A Certain Smile," "The Bravados," "The Barbarian and the Geisha," "The Diary of Anne Frank" and other summer releases.

This "packaging," in line with the company's policy of cooperating to the fullest with exhibitors in all situations on local-level exploitation to supplement the advance national publicity drives on them, will be pinpointed by Einfeld at a trade press meeting which is scheduled to be held this week.

Mrs. Rae Baine

Mrs. Rae Baine, 80, mother of Jack Shaindlin, musical director of "Windjammer," died at her home here last week.

REPEATING WITH *Pride..* THE TRADE RAVES FOR.....

ERICH MARIA REMARQUE'S

"A TIME TO LOVE AND A TIME TO DIE"

THE BOX

"ITS BOX OFFICE POTENTIAL IS UNLIMITED..."

—*Al. Steen, BOX OFFICE*

THE ENTER

"ONE OF THE REAL IMPORTANT PICTURES OF THE YEAR..."

—*Al Steen, BOX OFFICE*

"EXCITING...BOUND TO PLEASE AUDIENCES...IT'S A BIG, DYNAMIC STORY"

—*Jack Moffitt, HOLLYWOOD REPORTER*

THE STARS

"JOHN GAVIN AND LILO PULVER ARE BOTH WONDERFULLY TALENTED AND WINNING YOUNG PERSONALITIES..."

—*Jack Moffitt, HOLLYWOOD REPORTER*

"LILO PULVER OFFERS A PERFORMANCE OF VAST APPEAL..."

—*Charles S. Aaronson,*
MOTION PICTURE HERALD

from Universal-International

OFFICE POTENTIAL!

"AN OUTSTANDING BOX OFFICE ENTRY..."

—*FILM DAILY*

"ITS FINANCIAL FUTURE IS SOLIDLY ASSURED..."

—*William R. Weaver, MOTION PICTURE DAILY*

AINMENT QUALITIES!

"IT'S A MOTION PICTURE ACHIEVEMENT..." —*Charles S. Aaronson, MOTION PICTURE HERALD*

"MEASURES FULLY UP TO AND IN MANY RESPECTS BEYOND THE AUTHOR'S NOW CLASSIC NOVEL OF WORLD WAR I 'ALL QUIET ON THE WESTERN FRONT'."

—*William R. Weaver, MOTION PICTURE DAILY*

"...WITHOUT QUESTION ONE OF THE MOST FORCEFUL AND IMPRESSIVE DRAMAS MADE OF WORLD WAR II"

—*HARRISON'S REPORTS*

"ENTERTAINMENT THAT WILL LEAVE THE CUSTOMER STIRRED AND EMOTIONALLY ENRICHED"

—*FILM DAILY*

AND PERFORMANCES!

"LILO PULVER...YOUNG, BEAUTIFUL AND EXTREMELY TALENTED... JOHN GAVIN PLAYS WITH POWER AND CONVICTION..."

William R. Weaver, MOTION PICTURE DAILY

"SURE TO SKYROCKET JOHN GAVIN TO STARDOM..." —*Al Steen, BOX OFFICE*

"JOHN GAVIN STANDS TO INHERIT QUICK FAME...LILO PULVER HAS THE BEAUTY AND ACTING SENSITIVITY TO WIN HER FRESH ACCLAIM..."

—*FILM DAILY*

Universal International ®

for BIG SUMMER BOX OFFICE!!

In the East...

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Mamzelle Pigalle

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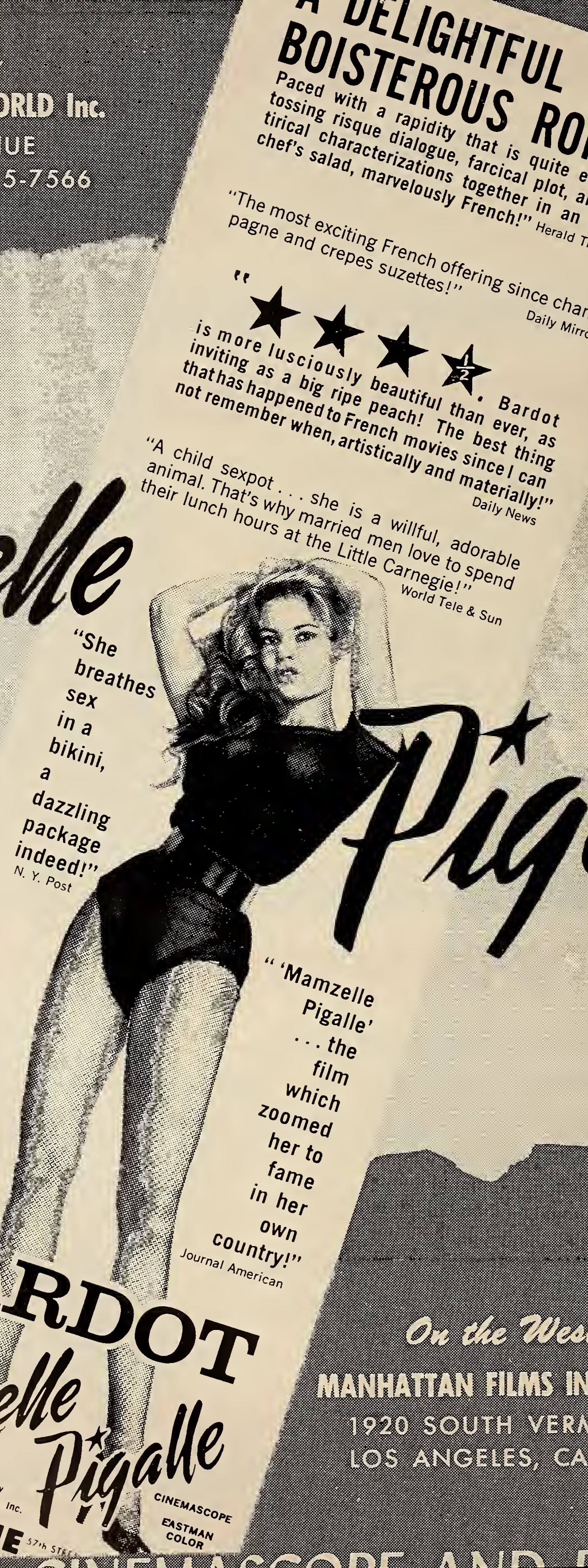
★



A DELIGHTFUL AND BOISTEROUS ROMP!

Paced with a rapidity that is quite electric, tossing risque dialogue, farcical plot, and satirical characterizations together in an antic chef's salad, marvelously French!" Herald Tribune

"The most exciting French offering since champagne and crepes suzettes!" Daily Mirror

"★★★★½ Bardot is more lusciously beautiful than ever, as inviting as a big ripe peach! The best thing that has happened to French movies since I can not remember when, artistically and materially!" Daily News

"A child sexpot . . . she is a willful, adorable animal. That's why married men love to spend their lunch hours at the Little Carnegie!" World Tele & Sun

"She breathes sex in a bikini, a dazzling package indeed!" N. Y. Post

" 'Mamzelle Pigalle' . . . the film which zoomed her to fame in her own country!" Journal American

BRIGITTE
BARDOT
Mamzelle Pigalle
CINEMASCOPE
EASTMAN COLOR
Released by Films-Around-The-World, Inc.
Little **CARNEGIE** 57th Stre
NOTE: You can reveal the ending and anything that happens in be

On the West Coast...

MANHATTAN FILMS INTERNATIONAL
1920 SOUTH VERMONT AVENU
LOS ANGELES, CAL. • RE 2-301

"COLOR CINEMASCOPE AND BARDO

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 83 NEW YORK, U.S.A., TUESDAY, APRIL 29, 1958 TEN CENTS

Doerfer to NAB:

Some Toll-TV Broadcasts Called 'Unfair'

Urges Broadcasters to Editorialize on News

From THE DAILY Bureau

LOS ANGELES, Apr. 28.—Federal Communications chairman John C. Doerfer has indicated he felt some broadcasters had been unfair in presenting broadcasts on toll television.

He said they had not gone as far as they should have in presenting the case for toll-television in their broadcasts against toll-TV. The FCC is currently invesigating complaints against the networks and some stations on this score.

Doerfer's views were contained in a speech prepared for the 36th Annual Convention of the National Associa-

(*Continued on page* 4)

Says Hollywood Would 'Put Across' Toll-TV

By WILLIAM R. WEAVER

LOS ANGELES, Apr. 28 — Harold E. Fellows, president of the National Association of Broadcasters, captured local headlines on the opening day of the NAB convention here by declaring, in a press interview, that motion picture producers are "looking for devious means" of putting pay-

(*Continued on page* 4)

Senate Unit Sets Dates For Two TV Hearings

From THE DAILY Bureau

WASHINGTON, Apr. 28.—The Senate Commerce Committee announced it would start hearings May 27 on television channel allocations

(*Continued on page* 4)

Television Today Page 4

Charleston Exhibitor Takes Ad To Counteract Downbeat Stories

Special to THE DAILY

CHARLESTON, S. C., Apr. 28—Albert Sottile, president of the Pastime Amusement Company here, feels so strongly about adverse motion picture publicity that he took a quarter page ad in the "Charleston Evening Post" Sunday for a personal message to his patrons.

"All reports to the contrary," the copy said, "Hollywood's film output continues at a breathtaking speed and splendor never before equalled. . . ." Admitting that a year ago a low point was reached in the amount and quality of product available to theatres, and that this was reflected in low attendance figures, Sottile declared: "Today reports from all sides confirm a resurgence in attendance. . . ."

Pointing out that the "new look" in movies coincides with the 50th anni-

(*Continued on page* 5)

20th-Fox Buys 104,800 Shares of Its Common

Twentieth Century-Fox has purchased 104,800 shares of common stock of the corporation in the past year at an average cost of $24.17 a share, according to the annual report of the company published yesterday. (The financial statement was released previously). The purchases were made, according to the report, to cover stock options issued to top executives of the company under a plan approved by the stockholders in May, 1957. Purchases of its stock by the company

(*Continued on page* 5)

Directors, Salary Data In Fox Proxy Statement

Stockholders of 20th Century-Fox will be asked to elect 10 directors at the company's annual meeting on May 20 at 2 P.M. at the home office, according to a proxy notice released yesterday. The nominees are L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert

(*Continued on page* 5)

'Frederick' to Benefit NCCJ; Summer Fete On

Twentieth Century-Fox's "Ten North Frederick," will have a gala benefit New York premiere, May 22, at the Paramount Theatre. The debut will be held under the auspices of

(*Continued on page* 5)

UA to Honor Krim In 37-Week Drive

Arthur B. Krim

United Artists this week will launch a 37-week drive in honor of company president Arthur B. Krim, it was announced yesterday by co-captains Robert S. Benjamin, chairman of the board, and William J. Heineman, vice-president in charge of distribution. The drive will be supported by the largest number of top quality "blockbusters" in company history, they said.

The drive, to be known as "A

(*Continued on page* 2)

Total Abolition of Admission Tax in Britain Stressed as Continuing Objective of AITC

From THE DAILY Bureau

LONDON, Apr. 28—The All Industry Tax Committee (AITC) will continue to press for the abolition of the cinema tax. This announcement came after a meeting of the Committee here.

"It was agreed," said the statement, "that every effort should be taken at the appropriate stages in the Finance Bill to emphasize to the government the necessity for the total abolition of the cinema tax. It was also unanimously agreed that some trade union representation on the AITC should be invited."

No Preemptive Rights

D. of J. Edict on NT Production Seen as Final

Officials Firmly Against 'Anti-Competitive Effects'

By J. A. OTTEN

WASHINGTON, Apr. 28 — Justice Department officials today expressed doubt that the department will reconsider its refusal to permit National Theatres to produce films with preemptive rights for showing in its own theatres.

The Theatre Owners of America recently said Justice should, in the light of current industry conditions, reconsider its long-standing refusal to permit divorced circuits to produce films.

Justice officials pointed out that their recent reply to National's request clearly said the department was turning down flatly only the request for production with preemptive rights. Justice at that time said there were anti-trust problems in permitting Na-

(*Continued on page* 5)

No High Court Review Of 2 NT Trust Rulings

From THE DAILY Bureau

WASHINGTON, Apr. 28 — The Supreme Court today refused to interfere with lower court rulings in two anti-trust cases involving National Theatres.

National won one of the lower court cases and lost the other. Both lower court decisions dealt with the statute of limitations.

In one case, Bertha Building Corp.,

(*Continued on page* 5)

SBC May Renew Plea For SBA Drive-in Aid

From THE DAILY Bureau

WASHINGTON, Apr. 28.—Senate Small Business Committee chairman Sparkman (D., Ala.) today said he may ask the Small Business Administration to reconsider its refusal to make loans to drive-ins. "My present thought is that I will ask for further

(*Continued on page* 4)

PERSONAL MENTION

BARNEY BALABAN, president of Paramount Pictures, has returned to New York from Hollywood.

•

VINCENT JEFFERDS, character merchandising manager of Walt Disney Productions, is in Philadelphia today from New York.

•

JAMES E. PERKINS, president of Paramount International, will return to New York today from Caracas, Venezuela and other cities of South America.

•

WILLIAM GREENBERG, Philadelphia exhibitor, and MARY MORGAN were married there last week.

•

GORDON CRADDOCK, assistant to the general manager of Rank Film Distributors of America, is in St. Louis from New York.

•

BERNIE SERLIN, of the Warner Brothers home office field exploitation staff, is in Indianapolis from New York.

Buchman Takes Over Lowe N.E. Concessions

Special to THE DAILY

BOSTON, Apr. 28.—Philip and Samuel Lowe, Jr., operators of the Theatre Candy Co. here, prominent suppliers of refreshment merchandise and equipment for theatres, have retired from the New England wholesale concession field. Nat Buchman, of Theatre Merchandising Corp., has taken over their wholesale operations in New England.

The Lowe brothers continue their interest in Theatre Candy Co. of Pittsburgh and in the operation of Boston drive-ins.

Asthma Show Sell-Out

Ticket sales for the one-man benefit show starring Sammy Davis, Jr., for the Children's Asthma Research Institute and Hospital at Town Hall, May 4, point to a sell-out house, according to Max E. Youngstein, honorary chairman. Standing room is still available at the Town Hall boxoffice at $2.50 each.

S. W. Dividend 25c

The board of directors of Stanley Warner Corp. has declared a dividend of 25 cents per share on the common stock payable May 26 to stockholders of record May 9.

Major Studios Facing Strike by Directors

From THE DAILY Bureau

HOLLYWOOD, Apr. 28. — Motion Picture and television production at the major studios is facing the threat of a work stoppage by film directors as a result of the rejection by the Association of Motion Picture Producers late last week of contract demands of the Screen Directors Guild of America.

The demands include wage increases for production of theatrical and TV films, increased residual payments from re-runs of TV films and extra payment for theatrical movies shown on free TV. In addition the directors seek continuance of royalty payments when theatrical movies are used as pilots for subsequent TV shows, and recognition of the principle of participation by the directors in earnings of pictures that may be made in the future for pay-TV.

The directors have been working without a contract since March 13. They have had several previous meetings with producers, and both sides have indicated they consider the situation very serious.

17 Schine Theatres Are Set for Auction

Seventeen theatres owned by the Schine circuit in upstate New York, Ohio and Maryland will be sold at auction May 19 and 24. Some of the sales, of theatres now in operation, are in compliance with the Federal anti-trust decision of January, 1957, but others are of houses closed down because of population shifts or neighborhood changes.

Eight of the theatres are in Rochester, including the Monroe, which is equipped for Todd-AO showings, and the Riviera. Closed theatres in that city include the Madison, Lake, Liberty, State, West End and Cameo. Theatres in Fairport, Cortland, Geneva and Lockport also are included in the first group to be auctioned May 19 at the Manger Hotel Rochester. The second group, to be sold May 24 at the Queensburg Hotel, Glens Falls, N. Y., includes houses in Amsterdam, Hudson Falls and Granville, N. Y.; Rovenna, O., and Cumberland, Md.

Wald to Cannes

Jerry Wald, producer of "The Long, Hot Summer," will represent 20th Century-Fox at the Cannes Film Festival next month when the film is entered in the international film competition. 20th Century-Fox president Spyros P. Skouras, currently on a European business trip, will join Wald at Gannes to be present for the showing.

Paramount Sets S.F. Junket for 'Vertigo'

From THE DAILY Bureau

HOLLYWOOD, Apr. 28.—A special press preview of Alfred Hitchcock's "Vertigo" will be held in San Francisco, where much of the Paramount release was filmed, on May 9. Hitchcock and his stars, James Stewart and Kim Novak, will join trade and syndicated press representatives from here and New York to take part in the two-day celebration.

The premiere will be held at 6:30 P.M. May 9 at the Stage Door Theatre. It will be followed with a $75-a-couple banquet at Ernie's, famed San Francisco restaurant, which serves as an important set in "Vertigo." The following day the visiting press will make an auto tour of the city, touching all the location spots shown in "Vertigo." The press guests will make their headquarters at the Clift Hotel. They will fly to and return from San Francisco on chartered United Air-liners.

Rodriguez Named AA Manager in Japan

Special to THE DAILY

TOKYO, Apr. 28 — Fernando Rodriguez has been appointed general manager of Allied Artists of Japan, Inc., it was announced jointly today by Norton V. Ritchey, president of Allied Artists International Corp., and William Osborne, AA supervisor for the Far East, Middle East and Africa. Rodriguez, whose appointment is effective May 15, replaces Paul Mizukami, who recently resigned after five years as general manager.

Rodriguez joins Allied Artists after more than six years as general manager for Columbia Pictures in Japan. Prior to joining Columbia, he had been associated with the Central Motion Picture Exchange in Japan as manager in Sapporo and Osaka.

Gerard to Boston

Philip Gerard, Universal Pictures Eastern publicity manager, is in Boston in connection with a special screening for newspaper, television and radio representatives of "A Time to Love and a Time to Die," and the personal appearance of Douglas Sirk, director of the picture, for advance promotional activity. Gerard will be in Washington on Thursday and Friday in connection with a screening and reception at the Motion Picture Association's Academia Theatre of the picture for national press representatives and Washington critics on Thursday evening, and a screening and reception for the Foreign Diplomatic Corps and U. S. Government officials on Friday evening. Sirk will also participate in this promotional activity.

To Honor Kri

(Continued from page 1)

Salute to Arthur Krim," will off $60,000 in prize money to the pa ticipating division, district, branch a sales managers, salesmen and booke in the company's U.S. and Canadi territories. This is the largest amou ever set for a United Artists sal campaign.

The 37-week drive will run throu the first week of January, 1959, a has been divided into five laps; of t weeks, of five weeks, of eight wee of nine weeks and a final five-we period.

Winners will be selected on t basis of the greatest number of boo ings and total revenues reported f their branches, districts and divisio and individual areas of operation.

Sustain Frontier Circu In Texas Anti-Trust Su

Special to THE DAILY

DALLAS, Apr. 28.—The U.S. D trict Court, Pecos Division, has s tained a motion by Frontier Theatr Inc., to dismiss the civil anti-tr action brought against it by Way R. Long, of Long Theatres on a ca plaint involving charges of ov bidding.

Judge R. E. Thomason, sitting El Paso, found no grounds to upho a charge of conspiracy and found f ther that competitive bidding, ev if high bidding is involved, is not violation of Section 2 of the Sherm Act.

$165,000 for 'M.M.'

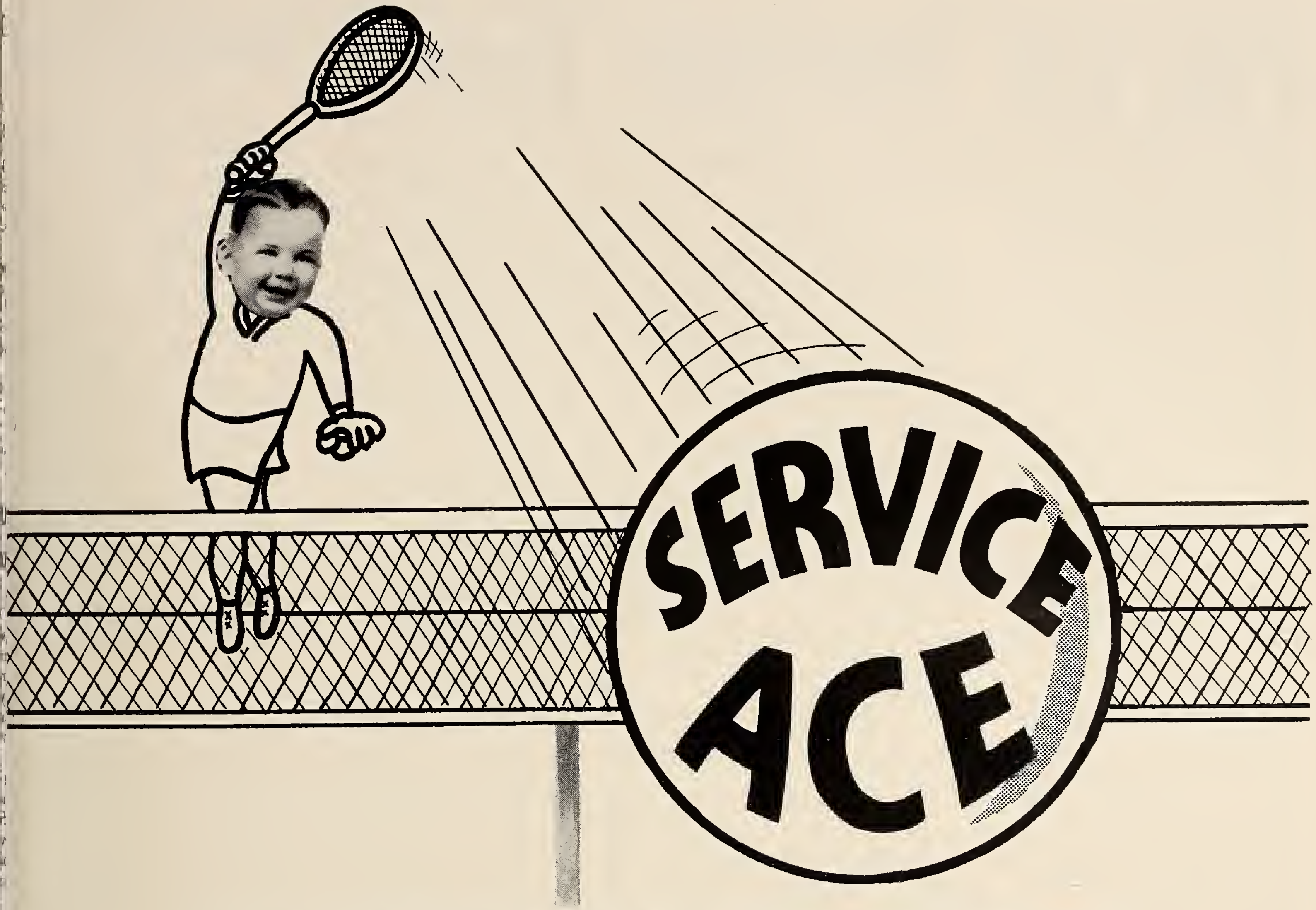
Warner Bros.' "Marjorie Mornin star" grossed a strong $108,000 in t first four days of its run at Radio C Music Hall and $165,000 is anticipat for the first week's run, ending t morrow, the company has reported.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"MARJORIE MORNINGSTAR"
Starring
GENE KELLY • NATALIE WOOD
A Warner Bros. Release • In WarnerColor
and GALA NEW STAGE SPECTACLE

Count on FILMAC
When you are in need
A Special Announceme
TRAILE
You'll Be Delighted With
Fine Quality And Quick Ser
CHICAGO
1327 So.
Wabash
NEW YORK
630 Ninth
Avenue

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor: Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. Ott National Press Club, Washington, D. C.; London Bureau, 4, Bear St., Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Edit Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Si Avenue, Rockefeller Center. New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Th J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, e published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fa Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 forei Single copies, 10c.



Always on his toes, the Prize Baby has developed a well-nigh faultless service that just can't be touched by any other medium. He's in there swinging to deliver the kind of performance that theatres need . . . and get! When exhibition matches point-by-point the merits and COSTS of every other method used in selling admissions, trailers are 'way out in front as the driving force motivating repeat attendance.

So for solid returns* at the lowest net cost, count on trailers—as your patrons do!**

**Sindlinger's survey on trailer impact conducted for a group of theatre clients reveals that trailers influence the expenditure of 42.9 cents out of every dollar taken in at the box office.*

** *Trailers get "top mention" as the most reliable film advertising in a public opinion poll conducted for the Motion Picture Association by Opinion Research Corp. of Princeton.*

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Television Today

IN OUR VIEW

HARD on the heels of the Emmy awards, which reflected in general nothing but good on the sponsoring organization, that group, the Academy of Television Arts and Sciences, has undertaken a new program aimed at the "expansion and improvement of TV in New York." A committee was formed for the purpose of implementing that design, charged with the task of submitting recommendations for a specific program and to work in cooperation with such organizations as unions, guilds, producers, networks and others whose interests are basically the same.

•

The plan is laudable, and we wish it very well. It is further evidence of the fact that the Academy of Television Arts and Sciences has been doing a real job in its attempt to find ways and means of improving the medium of which it is so important a part. David Susskind proposed as chairman of the new committee, spoke of the need for new, fresh approaches to programming as the way to reaffirm New York's position as a TV production center. A word of caution might here be entered for consideration. The over—all good of the television medium is far more important that the promotion of production activity in New York, although that goal is a proper one.

Speaking of Emmy awards, Mr. Susskind suggested that the nominations for the Emmy awards be made by magazines and newspaper TV critics throughout the country, with the final voting continuing by the members of the Academy. The suggestion has some merit, if the physical handling of the details can be accomplished without too much of a problem. It would tend to broaden the base of selection, and likewise might provide an adequate answer to some criticism of the awards that they do not cover the praiseworthy programs and performances with sufficient thoroughness.

•

The Academy is deserving of a pat on the back for its work during the past year in the presentation of a forum series, and the creation of a workshop for writers, in particular. Further of interest attaches to the development of harmonious relations and full cooperation between the two main branches of the Academy, in Hollywood and New York. Basically, the aims and intentions of both groups should be the same, and the membership of both units should be working toward the same ends. A unified National Academy is a most desirable goal.

The Academy can do a distinct service, also, incidentally, in the all-important field of programming. That is, the implementation of a plan of co-operation with the work of the Television Code Board of the National Association of Broadcasters. The work of that body has been of inestimable value in maintaining high program standards, so that television may remain reasonably free of that taint which can be so much of a problem when programs overstep reasonable bounds. There are several ways in which the Academy can render assistance in that vital sector of activity. It is very much worth while.

—*Charles S. Aaronson*

"HOT" B.O. FILM SALE
2 *Exploitation-Action Features*
ALL RIGHTS & Prints available. Regional, National or World. Many territories virgin. Deal direct. Owner must sell. No reasonable offer refused. Dollars or foreign currency.
SATURN FILMS, INC.
1225 So. Hudson Ave., Los Angeles 19, Calif.

Fellows View

(*Continued from page* 1)

television "across despite the overwhelming public reaction against it."

The Association of Motion Picture Producers declined comment on the charge.

The convention opened at Biltmore and Statler hotels with great fanfare to an estimated 2,000 attendance.

NBC stole the thunder from convention itself this morning by staging the first demonstration of its new tape central at its Burbank studios. NBC president Robert Sarnoff greeted guests personally and individually in front of a color camera, and played the greeting scenes back for them minutes later both in color and black-and-white.

Sarnoff then conducted his guests on tour through the operating department, where NBC's own coloration tape process has been added to black-and-white Ampex monochrome equipment. Sarnoff said orders now are being taken for RCA color video tape recorders to compete directly with ampex.

Plays Host to Affiliates

NBC took over the Ambassador Hotel's Cocoanut Grove tonight for a party honoring NBC affiliates attending the convention.

In an address this morning National Telefilm Associates president Oliver A. Unger declared the supply of pre-1948 feature pictures has been consumed "in short order" and "only a small fraction of films can be expected from the vaults in Hollywood for years to come."

He said, "the manner in which both distributors and exhibitors have dissipated the enormous value of feature films on TV has been like a drunken sailor spending his money on leave. Since it is unlikely that production for TV in the foreseeable future can anywhere near match in budget or quality what major feature films offer, broadcasters must try to find better time slots for these films.

Senate Unit Sets Dates

(*Continued from page* 1)

and on June 2 on proposals for federal regulation of television networks.

Chairman Magnuson (D., Wash.) said Kenneth Cox, Seattle attorney, who served as special committee counsel during its TV allocation study last year, will return to handle both hearings for the committee.

The first set of hearings, Magnuson said, would hear Federal Communications Commission members quizzed on steps taken to solve TV allocation problems and bring service to smaller communities. The second set of hearings will revolve around the bill of Senator Bricker (R., O.) for direct FCC control of TV networks.

TV Serials Cost Runs Up To $1,725,000

From THE DAILY Bureau

LOS ANGELES, Apr. 28 — Costs of a 39-episode half-hour syndicated film series have gone up so that it takes sales in excess of $1,725,000 before the producer can realize any profit on an average series, Milton A. Gordon, president of Television Programs of America, Inc., said here today.

He was addressing the TV Film Panel session of the National Association of Broadcasters at the annual convention at the Biltmore Hotel. TPA produces and distributes "Private Secretary," "New York Confidential" and other programs.

The $1,725,000 recoupment figure can become even greater if stations insist on re-runs, as many do, Gordon said. Production costs have increased 30 per cent in the past two years, Gordon pointed out, but the same program prices prevail, resulting in a "squeeze" for producers and distributors.

The average half-hour TV film program costs $27,625 to make. This is the negative cost, and does not include prints, advertising, sales, overhead, bank interest and other mandatory charges.

Radio, TV Women Elect New Officers at S.F.

Special to THE DAILY

SAN FRANCISCO, Apr. 28.—The American Women in Radio and Television in their final convention session Sunday elected Nena Badenoch of Chicago their new president to succeed Edythe Fern Melrose, Detroit radio and television producer, who was not running for office. The new president is a director of radio and television in Chicago for the National Society of Crippled Children and Adults and for the past two years has served as secretary-treasurer of AWRT.

New secretary-treasurer is Martha Rupprecht, network program distrib
tion manager for CBS-TV in N
York.

Vice-presidents elected were D
Sweet of Wish, Indianapolis; Est
Van Wagoner Tufty, NBC News co
mentator, Washington, D.C.; Lou
Morris, sales manager, WGBA, C
lumbus, Ga.; Margaret McDonald,
rector of publicity, WBAP,T
Houston; A. D. Joseyh Barnes, dir
tor of women's activities, KTVT, S
Lake City.

Doerfer-NA

(*Continued from page* 1)

tion of Broadcasters. The speech
being delivered tomorrow morning.

Generally urging broadcasters
comment and editorialize on ne
Doerfer cautioned that this pol
carries obligations as well as pri
leges. "Broadcasters in some rec
attempts to editorialize have display
some peculiar ideas of what con
tutes an adequate presentation of
posing views," he asserted. He no
that in broadcasts against toll-T
some broadcasters had designa
members of their own staffs to pres
the case for toll-TV.

Is 'Reminded' of a Book

"This reminds me," he declared,
the title of a book by an unkno
author which reads, 'An Unbiased a
Unprejudiced History of the War
tween the States from the South
Viewpoint.' Such a presentation ha
ly complies with the Commissio
concept of an affirmative duty to s
out responsible elements of the
position."

Urges Impartiality

Doerfer said broadcasters sho
not editorialize only on those subje
which affect them personally,
should discuss—just as newspapers
on their editorial columns—m
things of local, regional, national a
international concern. He conced
that since broadcasters must perio
cally have their licenses renew
they would have to be careful to
fair in presenting editorial commen
but then asked, "Is this bad?"

SBC May Push Plea

(*Continued from page* 1)

consideration," the Senator declar

SBA administrator Wendell Bar
last week notified the committee
agency thought it "not in the pub
interest" to make loans to drive-i
At present, only indoor theatres
eligible for SBA loans.

Disputes SBA View

The Small Business Committee a
ed originally at the request of
Theatre Owners of America. Spa
man said he did not subscribe to
SBA's argument that drive-ins sho
not be eligible for government lo
because they were usually located
outlying areas and so did not attr
customers for other businesses,
indoor theatres do.

0th-Fox Buys

(Continued from page 1)

continuing in the current year, .

Inder the option plan provision made for options on a total of ,000 shares of stock to be issued nembers of management provided nagement purchased $5,000,000 ıcipal amount of five per cent five r subordinated debentures and k a reduction in salary for a pe- l of two years of 75 cents a share each share of stock optioned.

Iembers of management have pursed in aggregate $4,127,250 prinal amount of these subordinated ıentures, a sum equal to $25 prinal amount for each of 170,850 res of stock optioned and took aggate salary reductions of $128,- .50 annually for a period of two rs.

n addition to the 104,800 shares chased by the company to April 1958, the company had previously uired 25,000 shares at an average t of $18.75 per share, bringing the rage price for shares purchased to .13 per share.

ox Directors, Salaries

(Continued from page 1)

ıman, Kevin C. McCann, William Michel, B. Earl Puckett, Spyros P. uras and Gen. James A. Van Fleet.

The proxy notice also revealed the ount received by the company's hest paid officers during the fiscal r ended Dec. 28, 1957. They are: yros P. Skouras, president, $233,- l; Joseph H. Moskowitz, vice-sident, $148,119; W. C. Michel, cutive vice-president, $100,360, l Murray Silverstone, vice-presint, $148,960. All directors and ofrs of the corporation as a group 3 persons, including the four named ove) received $1,105,795.

The proxy notice also gives information on contracts with the four offrs named and also with S. Charles nfeld, vice-president in charge of vertising, publicity and exploitation. states that Skouras' full time emyment expires Dec. 31, 1960. His ssible total advisory compensation yable from the date of possible reement until Dec. 31, 1965, deeases at the rate of $150,000 per ar until it is completely extinished. If he serves out his full time nployment, this is until Dec. 31, 60.

Moskowitz's full-time employment pires Dec. 31, 1962, and Silverstone Dec. 31, 1960. The advisory emıoyment and the rate of compensaon therefore of both is $1,000 for ch week of full-time employment performed subsequent to April 30, 1956, and Jan. 1, 1957, respectively, and such payments will continue to be made to their estates in the event of their death while in the employ of the company. Michel is employed full time until Dec. 31, 1960, subject to prior termination and in an advisory capacity thereafter at $50,000 per year for seven years.

Einfeld is employed full time until June 30, 1960, and in an advisory capacity for six years thereafter at $1,000 per week for the first three years and $500 per week for the second three years.

Under the stock option plan adopted at the annual meeting last year, shares have been issued to Skouras and Moskowitz.

REVIEW:

The Left-Handed Gun

Haroll Production-Warner Bros.

Fred Coe and Arthur Penn, successful television producers, chose as their first motion picture to present what they call the "real" story of Billy the Kid in the 1880's. They nursed the idea for two years. By "real" they meant the portrayal of the motivations that made the westernized juvenile delinquent from New York one of the most-feared killers in the Southwest. They present him as an unbalanced youth, whose lust for shooting is due to a thirst for revenge on the killers of his benefactor.

Billy the Kid becomes a fugitive with three companions early in the picture. They are given sanctuary by a gunsmith in a New Mexican town. One by one the companions are killed. The fugitive becomes intimate with the gunsmith's wife and more hatred falls to his lot. In the end, totally rejected where he tries to find sanctuary, Pat Garrett (John Dehner), as a new sheriff, calls on the kid in a soft voice to come out. This technique is new. The call is repeated several times. The kid appears and is shot down in a doorway.

A strong cast which obviously had been carefully rehearsed keeps the action moving. The feminine interest, Lita Milan, although of Hungarian-Polish parentage, looks like a Latin and presents an emotional portrayal. Hurd Hatfield, a finished performer, who was last seen in "Anastasia," is convincing as the heavy.

It is something more than a western story with scenery and cattle: it's an adult presentation of a facet of frontier life that should interest parents as well as youngsters

Running time, 107 minutes. General classification. Release, in May.

James M. Jerauld

Three Pitt. Theatres Adopt 'Art' Policy

Special to THE DAILY

PITTSBURGH, Apr. 28.–Three Pittsburgh neighborhood houses will change their policies on May 8 to become art houses under the title of the "Quality Theatre Group."

The three houses are the Crafton in Crafton; the Shadyside and the Studio in Bellevue. They have a combined seating capacity of 1,700. The opening attraction will be the German-made "The Confessions of Felix Krull."

The conversion of these three houses raises the number of art houses in this area to six. The other three are the Art Cinema, Downtown; the Squirrel Hill and the Guild, both in the Squirrel Hill district. All three have done well in the art field.

Set 'Happy' Campaign Directed to Teen-Agers

Universal-International has completed plans for a large national preselling campaign directed to the teenage audience for "This Happy Feeling," David A. Lipton, vice-president, announced yesterday. The campaign will include U-I's own national advertising, tie-up advertising, heavy promotion on the title song and personality tours.

Southern Groups Plan 'Dividend Convention'

Special to THE DAILY

ATLANTA, Apr. 28.–The joint annual convention of the Alabama Theatres Association and the Theatre Owners and Operators of Georgia will hold their joint annual convention at the Dinkler Plaza Hotel here May 20-21. It will be a "dividend convention," so-called because the cost of the conclave will be borne by the treasuries of the two organizations. There will be no registration fees required of the members.

Ernest Stellings, president of Theatre Owners of America, will deliver an address on the first day.

'Frederick' Benefit

(Continued from page 1)

the National Conference of Christians and Jews and will mark the first major entertainment event of the New York Summer Festival.

The engagement of "Ten North Frederick" will continue the recently refurbished Paramount's new policy of quality motion pictures and follows a highly successful long-run booking of "The Young Lions."

D. of J. Edict

(Continued from page 1)

tional to produce even without preemptive rights, but that it was willing to discuss this with National. However, so far the department has not heard from the circuit on this point.

Insofar as its decision against production with preemptive rights, Justice officials said "there was a full hearing and pretty careful consideration of our position, and if we went into it again, it would almost certainly turn out the same way." They declared that the problem is not the financial condition of the industry but rather the anti-competitive effects of preemptive rights, and "we have concluded that these anti-competitive effects do exist and must be avoided."

No High Court Review

(Continued from page 1)

which operated the Tower Theatre in Los Angeles until July 1935, sued National in 1951 in New York City. A New York district court ruled that National had been suable in California before 1938, that the statute of limitations had run and that the suit should be dismissed. The appeals court in a 2 to 1 decision said Bertha was entitled to a jury trial on the statute of limitations question. National appealed to the Supreme Court; the high court's refusal to review the case means that a New York district court jury trial is now in order.

In the second case, Gumbiner Theatrical Enterprises, Inc., also owner of a Los Angeles theatre until December 1931, sued National in New York in 1951. In that case, the district court dismissed the case, the appeals court first ordered a jury trial, and then reconsidered and said the suit was barred under the New York statute anyhow and therefore it didn't matter whether it was barred under the California statute.

Charleston Plan

(Continued from page 1)

versary this year of the Pastime circuit, the veteran showman said, "During these years we have witnessed in the theatre business many periods of depression and prosperity and have concluded not to become excited about either rise or fall.

R. F. Pinson Dies

CHARLOTTE, Apr. 28.–Robert F. Pinson, 55, president of American-Astor Distributing Co., here, died Sunday morning in a local hospital as the result of injuries suffered in an automobile accident on April 11. Funeral services were held today.

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BIGGEST NON-HOLIDAY OPENING DAY IN A YEAR !!!

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WHAT ARE YOU WAITING FOR, KID? IT'S ALL YOURS!

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STAGE STRUCK

starring HENRY FONDA • SUSAN STRASBERG
co-starring
JOAN GREENWOOD • HERBERT MARSHALL and introducing CHRISTOPHER PLUMMER
TECHNICOLOR ® Screen Play by RUTH and AUGUSTUS GOETZ • WILLIAM DOZIER in Charge of Production
Produced by STUART MILLAR • Directed by SIDNEY LUMET • Music by ALEX NORTH
An RKO Radio Picture—Distributed by Buena Vista Film Distribution Co., Inc.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 83, NO. 84 NEW YORK, U.S.A., WEDNESDAY, APRIL 30, 1958 TEN CENTS

Balaban Letter

Attributes '57 Decline to TV Film Viewing

Stockholders Told Para.'s Subsidiaries Doing Well

The home viewing of motion pictures on television was one of the major reasons for the decline of box office receipts last year, Barney Balaban, president of Paramount Pictures Corp., states in his annual message to stockholders of the company, made public yesterday.

Barney Balaban

Balaban cites a "responsible survey" which showed, he said, that the "total viewing time of feature films on both television and motion

(*Continued on page* 6)

Paramount Stockholder Meeting Here on June 3

Paramount stockholders at their annual meeting here on June 3 will be asked to approve retirement of 126,400 shares of treasury stock, representing all the holdings of such stock at the end of 1957.

Although purchases of treasury stock by the company were less extensive in 1957 than in some prior years, the purchasing policy will continue. In fact, it was pointed out, 65,400 shares, or 75 per cent of the total purchased last year, were bought since last Jan. 1.

Shareholders also will elect 12 directors at the annual meeting.

Television Today Page 6

Impact of U. S. Films Abroad 85% Favorable, Says Johnston

Eighty-five per cent of American films shown in foreign countries create "a favorable attitude toward the United States, approximately ten per cent create an attitude neither favorable nor unfavorable . . . and about five per cent tend to create an unfavorable attitude," Eric Johnston, Motion Picture Association president, has reported to the board of directors.

Eric Johnston

The report is based on a recent survey of the impact of U.S. motion pictures abroad 'designed to answer criticisms of the

(*Continued on page* 2)

Stanley Warner 6 Month Net, $1,432,900

Net income from operations of Stanley Warner Corp. and its subsidiaries for the 26 weeks ended March 1 last amounted to $1,432,900 after all charges, including depreciation and amortization of $2,658,500 and $1,634,000 for Federal and foreign income taxes.

The disposal of properties, less Federal income tax reductions applicable thereto, resulted in a loss of $122,000. The net income for the 26 weeks including this special item amounted to $1,310,900.

Net income from operations for the corresponding period the preceding year was $1,974,900 after all charges,

(*Continued on page* 5)

UA Top-Level Meet Set On 'World' in Chicago

Special to THE DAILY

CHICAGO, Apr. 29.—A top-level meeting of United Artists sales executives, district and branch managers, will start Thursday at the Blackstone Hotel here to discuss present and future plans for additional engagements of "Around the World in 80 Days."

James R. Velde, UA general sales

(*Continued on page* 5)

Harris Vows to Fight Any Toll-TV Test Move

From THE DAILY Bureau

LOS ANGELES, Apr. 29 — Rep. Orrin Harris, chairman of the House Committee on Interstate and foreign Commerce, in a communication received at the convention of the National Association of Broadcasters here, stated that he will move swiftly to block any attempt to by-pass Congress on the issue of subscription television. Harris' reference was to any plan of the Federal Communications Commission to authorize a test of

(*Continued on page* 6)

REVIEW:

Ten North Frederick

20th Century-Fox—CinemaScope

An engrossing motion picture biography of a man who had wealth, breeding and high position in his community but who was a tragic failure as a husband and father, as well as in his career, has been made of the popular John O'Hara novel of several seasons ago, "Ten North Frederick." Ably played by such veterans as Gary Cooper, Geraldine Fitzgerald and Tom Tully, and with the support of the popular newcomers Diane Varsi and Suzy Parker, the Charles Brackett production is a solid, exploitable attraction which is capable of giving a good account of itself in all situations.

Philip Dunne has fashioned a compact, adult screenplay from the original novel, highlighting the December-May romance of Cooper and

(*Continued on page* 4)

No Sale

U. S.—Russian Film Talks in 30-Day Recess

Johnston Takes Over As Negotiator in Final Meet

From THE DAILY Bureau

WASHINGTON, Apr. 29.—The month-long Russian-U.S. film negotiations were recessed here today with a promise to agree within 30 days on a new time and place for further talks.

The final negotiating sessions consumed most of last night, and several hours today and were marked by the appearance of Eric Johnston, Motion Picture Film Export Association president, as sole negotiator for the American companies. The authority was delegated to him at an MPEA meeting in New York on Monday in a last-ditch move to see whether he could conclude an agreement before the remaining Russian delegation members left for Moscow.

Heretofore, the Russian delegation has dealt with seven or eight Ameri-

(*Continued on page* 5)

New Depreciation Bill Would Aid Film Cos.

From THE DAILY Bureau

WASHINGTON, Apr. 29.—Motion picture industry firms modernizing or expanding would benefit under an accelerated depreciation bill sponsored by Sen. Capehart (R., Ind.) and Rep. Simpson (R., Pa.).

The bill would double or more than double the present depreciation tax deductions for capital assets acquired,

(*Continued on page* 5)

Responsibility of News Broadcasters Stressed

From THE DAILY Bureau

LOS ANGELES, Apr. 29.—The "profoundly serious responsibility" of informing the public in a democracy faced with the threat of intercontinental missiles must be met by television and radio broadcasters, Frank Stanton, president of Columbia Broadcast-

(*Continued on page* 6)

PERSONAL MENTION

IRVING MACK, head of Filmack Trailers, is in New York from Chicago, accompanied by MRS. MACK.

•

HERMAN KASS, Universal Pictures Eastern exploitatiton manager, is in Cleveland today from New York and will be in Pittsburgh tomorrow.

•

EDITH HEAD, Paramount's head costume designer, has left Hollywood for Zurich, Switzerland.

•

TOM WARD, West Coast manager for "Time" magazine, has arrived in New York from Los Angeles.

•

SAM SPIEGEL, producer, will leave New York for Europe today aboard the "Queen Elizabeth."

•

PHILIP DUNNE, director, will arrive here on Friday from Hollywood.

•

FRANCES TANNENRAUM, secretary to CHARLES HORSTMAN, manager of RKO Theatres' maintenance department, will be married on June 29 to JACK GOLDSTEIN, head of the Modern Al Jac Dental Laboratory.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Poughkeepsie and upstate New York.

•

GEORGE C. MAURER, M-G-M sales development manager, is in Washington from New York.

Laurent Named Director Of FP Canadian Corp.

Special to THE DAILY

TORONTO, Apr. 29.—The former Prime Minister of Canada, Right Hon. Louis St. Laurent, was elected a director of Famous Players Canadian Corp. He replaces George Weltner, vice-president of Paramount Pictures, in charge of world-wide distribution, on the board.

This was announced by President John J. Fitzgibbons following the annual meeting of the shareholders here.

'Too Much' Opens May 9

Warner Bros.' "Too Much, Too Soon" will have its world premiere Friday, May 9, at the Odeon and Sutton Theatres here simultaneously.

U.S. Films Abroad Helpful

(*Continued from page 1*)

pictures' influence that are heard from time to time.

"No one questions the fact that our films have an influence and impact abroad," Johnston stated in a foreword to his report. "At times, however, questions are raised as to whether our influence—the impressions we create—is always in the best interest of the United States."

The report was a sampling of comments, pro and con, obtained from people in key posts in government, industry, the educational field and the press of Australia, Brazil, Finland, Great Britain, Hungary, India, Japan, the Near East and Sweden.

Four principal viewpoints turned up among the reactions. They were:

1. "They don't try to sell us anything. They simply tell us that Americans are human beings, fortunate human beings perhaps, but very believable."

2. "They don't try to hide the faults in your society. If anything, they explore these faults and try to solve them. They show us that you know how to criticize yourself. That's why we respect your films."

3. "American films"—this one came from the Far East – "tell us you believe that evil men will suffer and good men will finally prevail. Our religion teaches us this. Therefore, we think you believe much as we do."

4. "Our motion pictures," says a United States ambassador in Southeast Asia, "are the finest of ambassadors and diplomats our country has in this part of the world."

Attached to the Johnston report were 14 pages of typical comments received about the effect of U. S. films abroad. Individuals quoted included John Hay Whitney, U.S. ambassador to Great Britain; Earl Mountbatten of Burma; Max Aitken, chairman of the Beaverbrook Newspapers; Lord Westwood, British industrialist and Conservative member of the House of Lords; Ellsworth Bunker, U.S. ambassador to India; S. K. Patil, union minister for transport and communications in India; Frank Moraes, editor of the Indian Express; Dr. Herbert Moses, president of the Brazilian Press Association; Shintaro Fukushima, president of the Japan Times, and several others.

Levy to Seek Closer TOA-CEA Cooperation

The possibility of establishing a permanent joint working group of members of Theatre Owners of America and the Cinematograph Exhibitors' Association of Great Britain and Ireland will be explored by Herman M. Levy, general counsel for TOA, as part of a series of discussions he will shortly hold with British exhibitor leaders. Levy was scheduled to leave here at noon today on the "Queen Elizabeth."

In addition Levy said he intends to investigate the "war chest" financed by British exhibitors through a voluntary levy on admissions, to purchase films which might otherwise be sold to television. The TOA general counsel wants to see if the plan "might have any adaptability to the American scene."

Distance Problem Vital

In the past few years there has been an exchange of visitors to the annual meetings of TOA and CEA. Levy will seek to determine if the distance problem can be overcome so that such a committee's work "will be more beneficial to the theatre owners of both nations."

Levy will meet with Ellis F. Pinkney, general secretary of CEA, and will attend a meeting of the CEA general council in London on May 14.

Albany Meet to Consider Drive-ins' 'Buck Night'

Special to THE DAILY

ALBANY, N. Y., Apr. 29.—It was understood tonight that a meeting would be held here tomorrow to discuss the dollar-night situation in area drive-ins.

Fabian's Mohawk and Saratoga, located in Colonie and Lathams, respectively, put a buck-a-nite policy into effect Sunday, this rate reportedly to prevail through Thursday.

The action was believed to have arisen, in part at least, from the fact that another automobiler observed "dollar night" on Thursday when it was playing a "big picture" and that buck night was "supposed" to be on an "off" day. The theatre in question had observed the carload rate admission on Thursdays for the past two seasons.

At a meeting of area drive-in operators last summer a suggestion was made for the elimination of all "dollar nights."

This proposal, however, was not adopted.

Prepares 'Mexico Mio'

Manuel Barbachano, producer of "Torero" and "The Roots," is now preparing to film "Mexico Mio," a feature length documentary in color. The picture is to be partly financed by the government film bank, which will get Latin American rights for Cimex, its distributing company.

British Films Earned $1,721,756 in 5 Weeks

From THE DAILY Bureau

LONDON, Apr. 29—In its perio
cal accounting statement, the Brit
Film Fund Agency—administrators
the Statutory Levy—announces tha
the five weeks ended March 29, 19
British feature films earned £614,
($1,721,756).

The Levy in the period reali
£281,255 ($787,514) the allocatio
which among distributors will be m
at the rate of 35 per cent of
earnings.

Eastman Sales Holdin Hargrave Tells 'Holde

Special to THE DAILY

ROCHESTER, N. Y., Apr. 29 –
though the economic recession
been reflected in lower sales for s
eral product lines of Eastman Ko
Company in the first quarter of 19
these sales decreases were offset
improved sales in other lines,
total sales held up quite well. T
was reported today by Thomas
Hargrave, chairman, and Albert
Chapman, president, to the ann
meeting of Kodak shareholders
Flemington, N. J.

Earnings for the quarter, howe
were considerably below those
last year because of increased c
and expenses, they said.

Consolidated sales of the compa
United States establishments for
quarter (12 weeks) ended March
were $164,471,961, compared
$163,081,735 for the same quarter
1957—an increase of about 1 per c

Banker on Tour For U-I 'Time to Love'

Publicist Fred Banker, who
been covering Universal-Internati
al's "A Time to Love and a Tim
Die" since its filming began last
will go on a 14-city flying press
around the country in behalf of
picture.

Banker is in Denver today wh
he will talk with editors, column
and critics and supply them with s
cialized material he has gathe
about the production. He also will
interviewed on radio and TV. Ot
cities he will visit include Dallas,
Worth, New Orleans, Louisville,
cinnati, Indianapolis, Pittsbu
Cleveland, Toledo, Detroit, Chica
Milwaukee and St. Paul.

Pirosh in Pacific Post

LOS ANGELES, Apr. 29.—
Pirosh, who resigned recently as c
buyer of National Theatres, has joi
Pacific Theatres as head of the bu
and booking department.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; William R. Weaver, Editor, Telephone HOllywood 7-2145; Washington, J. A. O
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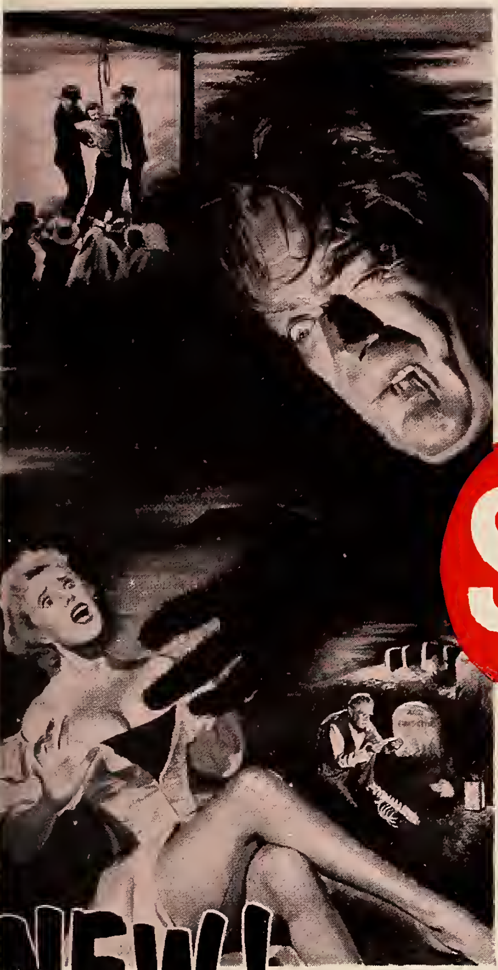

NEW! KARLOFF!

"THE HAUNTED STRANGLER"

The Latest and Most Chilling Thriller From THE KING OF MONSTERS

Was an innocent man hung as the notorious "Haymarket Strangler"? The terrifying transformation of a distinguished novelist into the bestial beauty-killer, Dr. Tenant, is the most shocking thing you've ever witnessed on the screen.

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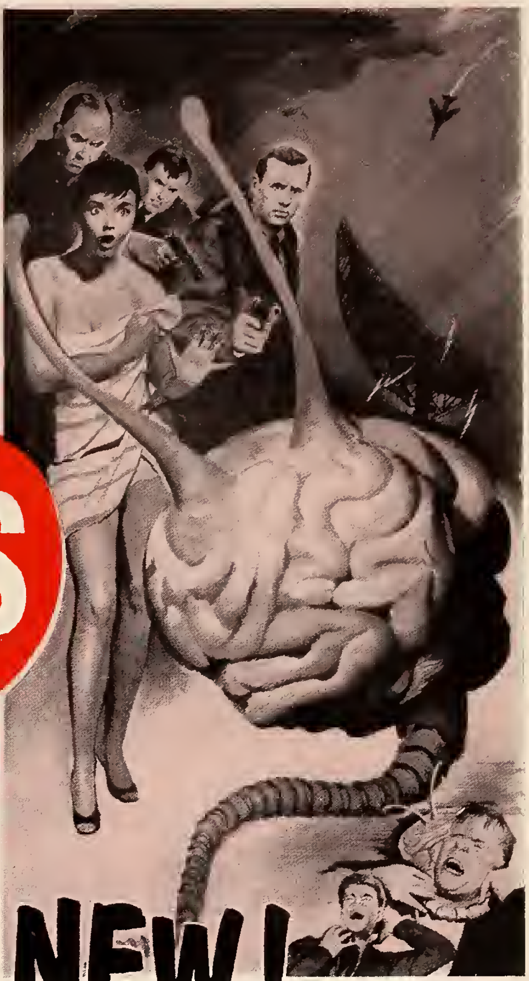


NEW! HORROR!

"FIEND WITHOUT A FACE"

Presented singly or as companion feature to "THE HAUNTED STRANGLER" this NEW adventure into horror is up-to-the-minute in the field of science-fiction-terror! Mad science spawns evil shapes of brain-sucking monsters. Laboratory genius gone wild produces the creature of the future—a Fiend Without A Face!

M-G-M presents "FIEND WITHOUT A FACE" starring Marshall Thompson • Screenplay by Herbert J. Leder • Original Story by Amelia Reynolds Long • Directed by Arthur Crabtree Produced by John Croydon • An Amalgamated Production An M-G-M Release

M-G-M BACK ON TOP IN '58!

Motion Picture Daily Feature Reviews

The Line-up

Columbia

Good standard cops and robbers fare, this melodrama, developed by Stirling Silliphant from the CBS television series of the same name, has a fast moving script, a competent cast and the solid meat and potatoes ingredients of its type.

Eli Wallach is a psycopathic killer, hired by a narcotics smuggling ring to collect shipments of heroin planted in the luggage of unsuspecting passengers on a ship from the Orient. With the San Francisco police on his trail, he kills two of the innocent carriers. The third, a little girl, he kidnaps in order to force her to clear him with his employers after he finds that she has discovered the packet of heroin inside her doll and has used it for face powder.

Vaughan Taylor, head of the ring, and Robert Keith, Wallach's partner and mentor, also fall before and during a climactic automobile chase before Wallach himself is killed by police bullets.

Suspense is well built by director Don Siegel as the plot unfolds and location shooting in and around San Francisco add a documentary quality which increases the authenticity. Wallach, Keith and Warner Anderson as a police lieutenant are excellent in their roles.

The picture is a Frank Cooper production with Jaime Del Valle listed as producer.

Running time, 86 minutes. General classification. Release, in June.

James D. Ivers

Ten North Frederick

(CONTINUED FROM PAGE 1)

Miss Parker as an island of happiness in his declining years; years which otherwise brought him only a succession of disappointments. Nobly renounced before it was ended, it is this romance which likely will impress women members of its audiences the most, and to a degree that will have them talking about it to others after seeing it.

Cooper is a gentleman of the old school, highly principled, unwilling to take advantage of anyone. At the prompting of his ambitious wife, played by Miss Fitzgerald, he attempts a political career by contributing $100,000 to the leading state party to obtain the nomination for lieutenant governor. Soon thereafter his domestic life encounters one blow after another in rapid succession. His son, played by Ray Stricklyn, is flunked out of school and discloses his preference for a career as a jazz musician over the traditional place which had been marked for him in the family law firm.

The daughter, Miss Varsi, idolized by her father, in rapid succession, falls in love with a trumpet player in a dance band, becomes pregnant, marries the boy and brings him home. Her mother sees the match as socially wanting and a potential setback to Cooper's political career. The girl suffers a miscarriage in a scene with her mother over the latter's insistence the marriage be annulled. Meanwhile, Cooper and his political allies who have dug up a police record in the youth's past, maneuver him into leaving town. The girl leaves home, finding work in New York.

Shortly after, the political boss, Tully, doublecrosses Cooper over the sought-after nomination. In her disappointment, his wife berates him, and taunts him by disclosing she had been unfaithful. On a visit to his daughter, Cooper meets her roommate, Miss Parker, and the two fall in love. Cooper plans to marry her, counting on a divorce based on his wife's confessed infidelity. However, when he is mistaken for Miss Parker's father he realizes the incongruity of the match and renounces the girl. He returns to his home, giving himself up to drink. The story is told in flashback as the daughter reminisces over her father's later years on the day of his funeral.

Dunne directed the CinemaScope production. The cast also includes Stuart Whitman as the youthful husband of Miss Varsi, and Philip Ober, John Emery, Joe McGuin and Jess Kirkpatrick as friends of Cooper's, and Linda Watkins as the wife of the political boss. Production values are top-notch throughout.

Running time, 102 minutes. Adult audience classification. Release, in May.

Sherwin Kane

Toughest Gun in Tombstone

Peerless-U.A.

The days, in the latter part of t 19th Century, before Arizona becam a state, were perilous times for the i habitants of that area. Outlaws li Johnny Ringo had taken over wh the law enforcement agencies then existence failed. The governor of t territory, with the authority of Was ington behind him, organized a secr band of so-called Arizona Rangers an attempt to stamp out the lawle rule which was preventing the reco nition of Arizona as a state.

It is with this historically accura situation that this Western is co cerned, and with George Montgome in the leading role, it unrolls its ya with no lost motion and with plen of the kind of excitement the juv niles and the others who like actio on the screen should certainly fi appealing.

Beverly Tyler supplies the roma tic interest, and adequate support offered by Don Beddoe, Jim Dav and a youngster, Scotty Morro Robert E. Kent produced, and Ea Bellamy directed from a screenpla by Orville Hampton. The attentio throughout has been focused on t action, with the romantic aspect occ sionally suggested, but never permi ted to interfere with the progress the narrative.

Montgomery plays the leader of t Rangers, who permits himself to b publicly identified as an outlaw i order to get closer to the source of th trouble. His son, young Morrow, ha witnessed the death of his mother the hands of one of Ringo's men, an is hunted as a result. Montgomery unable to tell his son that he is not t outlaw he appears to be, and the bo seeks the friendship and the help Miss Tyler. Matters rush to a gun blazing conclusion with Ringo and hi men paying the full price and Mont gomery finally able to clear himse with his son.

Running time, 72 minutes. Genera classification. Release, in May.

Charles S. Aaronso

The Return of Dracula

Jules Levy—U.A.

Francis Lederer, not seen in these parts in many a year, returns here in a creditable re-creation of the Dracula part made immortal by Bela Lugosi. Produced by Jules Levy and Arthur Gardner and directed by Paul Landres, the picture follows in the well molded Dracula tradition, picking up credibly the thread of the Balkan legend of the vampire who cannot die.

Count Dracula, long undead, assumes the identity of a young Czech artist leaving for America to live with his aunt and cousin. His strange actions on his arrival at their home in California are attributed at first to eccentricity but the Count soon exposes his satanic self to Norma Eberhardt, young daughter of the house and puts her partly under his spell.

From there the horror mounts, with the Count assuming the form of a wolf to kill those whose minds he cannot dominate. The rules laid down in the original are carefully followed: the Count and those he brings under his sway by drinking their blood must sleep in their coffins by day, they are paralyzed by the sight of a cross, and they can be killed only by having a wooden stake driven through their hearts. All these things occur at appropriately spaced and logically built moments.

Lederer is suitably sinister and the rest of the cast, particularly Miss Eberhardt and Greta Granstedt as her mother are smoothly competent. Setting the weird doings in the midst of an ordinary California town heightens the chill element.

Running time, 77 minutes. General classification. Release, in April.

J.D.I.

NT Seeks Opera House

National Theatres filed a petition in New York Federal Court yesterday seeking government permission to acquire the Civic Opera House in Chicago on a temporary basis to show "Windjammer," first picture in the circuit's Cinemiracle process. The petition stated that National would use the large auditorium only in periods when opera is not being staged there.

Violent Road

Warner Bros.

A straightforward tale of suspense built around the transportation of three truckloads of highly volatile rocket fuel, this compact package of adventure bears many exploitation possibilities. It is keyed to headlines, opening with the firing of a test rocket which goes off course, falling back into a small town near where it was fired.

That tragedy forces the rocket manufacturer to move his plant, with the consequent delicate matter of moving three truckloads of the treacherous and highly explosive fuel. At this point Brian Keith, reckless and carefree ex-truck driver, shows up with an offer to supervise the movement and recruit six drivers from the plant's personnel.

From there it is a matter of watching the trucks lumber through back roads across a mountain range with the ever-present danger of a jar setting off an explosion and the pressur of a deadline to meet. Each of th drivers, including Keith himself, ha personal problems riding on the dan ger-filled trip, adding enough plo threads to supply interest but no enough to detract from the stead pressure of suspense. Dick Foran Efrem Zimbalist, Jr., Sean Garriso and Perry Lopez are the principa characters, each competent in the limitations of the story. Merry Anders i pleasant as Keith's enigmatic gir friend.

Aubrey Schenck produced and the tight direction was Howard Koch's. Running time, 86 minutes. General classification. Release, in May.

J.D.I.

S.—Russia

(*Continued from page 1*)

ompany representatives, meeting each individually. Johnston was us to see some agreement ed and it was reported that some e companies in their willingness operate with him, had advised they would accept any deal he without requiring him to return em for any further exchange of s or new authorizations.

spite their attitude, it is known most of the companies are far less us than Johnston to conclude a with the Russians and few, if of them are prepared to distrib- Russian picture here or make a oduction deal with them, as part e terms.

ow Interested in Only 10 Films

eanwhile, the Russian interest re- edly narrowed down from 14 rican films to a present 10.

ough the U.S. negotiators insist- hat substantial progress had been e, they were obviously disheart- . The talks broke up, it was re- ed, over Soviet insistence on more ey for Russian films to be sold to U.S.

he remaining Russian film negoti- s are returning to Moscow to "con- ' with Cultural Ministry officials e.

egotiations, which resumed here erday afternoon, went on until this morning, then resumed at 11 continued until early this after- n.

hile much of the negotiations e characterized by persistent spar- , according to participants, some gress was made. For example, the otiators agreed that any sales ld be for flat sums for five years, agreed on dubbing and subtitling edures. The U.S. negotiators said were confident the talks would resumed and had not broken off good.

Shelton Reports

.S. Information Agency film chief ner Shelton declared the negotia- had actually agreed on prices h would pay for a number of the er country's films, but could not ee on prices for some others, and ld not approve some without ap- ving all. Approval of some, he ex- ined, would bring into operation entire agreement, including film ival weks, exchange of personnel, other items, and these were im- ctical until the entire industry was perating.

ail Order Business Up n Sound Equipment

Special to THE DAILY

URBANK, Calif., Apr. 29 — Mail er business on sound and record- equipment from AM, FM and evision stations around the coun- has come into its own, according Gordon Edwards, sales manager of dio Supply Co.

Accessories from microphones to speakers, or from a complete console to dials and knobs can now be obtained through the mails, utilizing catalogue numbers and descriptions. TV management is now able to facilitate station maintenance through this system, Edwards pointed out.

Teck Theatre, Buffalo, Will Resume Thursday

Special to THE DAILY

BUFFALO, Apr. 29—With Charles A. McLeary, now assistant at Shea's Buffalo as manager, the Teck Theatre will resume operation Thursday as a link in the local Loew-Shea circuit, according to an announcement by Edward F. Meade, Shea city manager. The new policy will be to play big pictures for extended runs. The Teck has been shuttered for several months after a three year run of Cinerama with reserved seats and advanced prices.

'Summer' to Be Shown

The first attraction at the Teck will be "The Long, Hot Summer." When the Teck re-opens there will be some Shea managerial shifts here: Kenneth Croft, now acting manager at Shea's Elmwood, will become assistant to Meade in theatre operations. Carl Rindeen, now manager at Shea's Kensington, will also supervise the Elmwood, and Robert Garfield, assistant manager at the Buffalo, will assume like duties at the Teck.

Depreciation Bill

(*Continued from page 1*)

constructed or contracted for between Jan. 1, 1958, and Dec. 31, 1959. The sponsors plan to offer the proposal as an amendment to an upcoming bill to extend the present 52 per cent corporate tax rate. They hope for administration support and stand an outside chance of getting it.

Depreciation deductions are now figured by calculating the "useful life" of an asset, as set forth by the Internal Revenue Service, and then deducting the cost evenly over the useful life. Under the new proposal, the useful life would be cut in half—making the early deductions twice as large —for asests with useful lives of 15 years or less. For longer-lived assets, the first 15 years would be cut in half and the rest reduced by two-thirds.

Montana Group's Drive For Good Films Lauded

Special to THE DAILY

GREAT FALLS, Mont., Apr. 29—Delegates to the spring convention of Montana Theatre Owners here were thanked today by Robert A. Wile, 20th Century-Fox director of exhibitor relations, for their sponsorship of a drive last fall to produce more family-type pictures. Wile said the Montana exhibitors, along with other organizations, had motivated production of such films as "The Gift of Love" and "Sing, Boy, Sing" which have proved popular with the family trade.

Wile also asked the exhibitors to use more CinemaScope trailers to promote films in that process.

S. W. Profit

(*Continued from page 1*)

including depreciation and amortization of $2,498,800, and Federal and foreign income taxes of $2,190,000. During the period a profit of $32,800 was realized on the disposal of properties after deducing the Federal income tax applicable thereto.

Theatre admission and merchandise sales, rents from tenants, etc., for the 26 weeks ended March 1, 1958, amounted to $58,275,500, which compares with similar receipts of $55,590,500 for the comparable period one year ago.

The per share earnings were 69 cents for the first half of the current, year, exclusive of special item, compared to 91 cents in the first six months of the previous year.

Second quarter earnings this year amounted to $630,546, compared to $1,009,949 a year ago, on income of $30,155,284, as against $28,447,268 for the 1957 quarter.

'Macabre' Sets Record

Allied Artists' "Macabre" broke all non-holiday opening day records in its Toronto bow at four theatres on Monday when it grossed a combined total of $6,000, AA said yesterday. The theatres day-and-dating the film are the Downtown, Glendale, State and Scarboro. At the Lafayette Theatre in Buffalo the picture toook in $11,000 in three days, and the Strand in Niagara Falls did more than $5,000 in the same period.

Wants U. S. Film Library Changed to Safety Stock

From THE DAILY Bureau

WASHINGTON, Apr. 29. — Sen. Thomas H. Kuchel (R., Calif.), carrying forward his campaign to preserve permanently the Library of Congress collection of earliest American motion pictures, has recommended approval by Congress of a project to transfer this collection to permanent safety film.

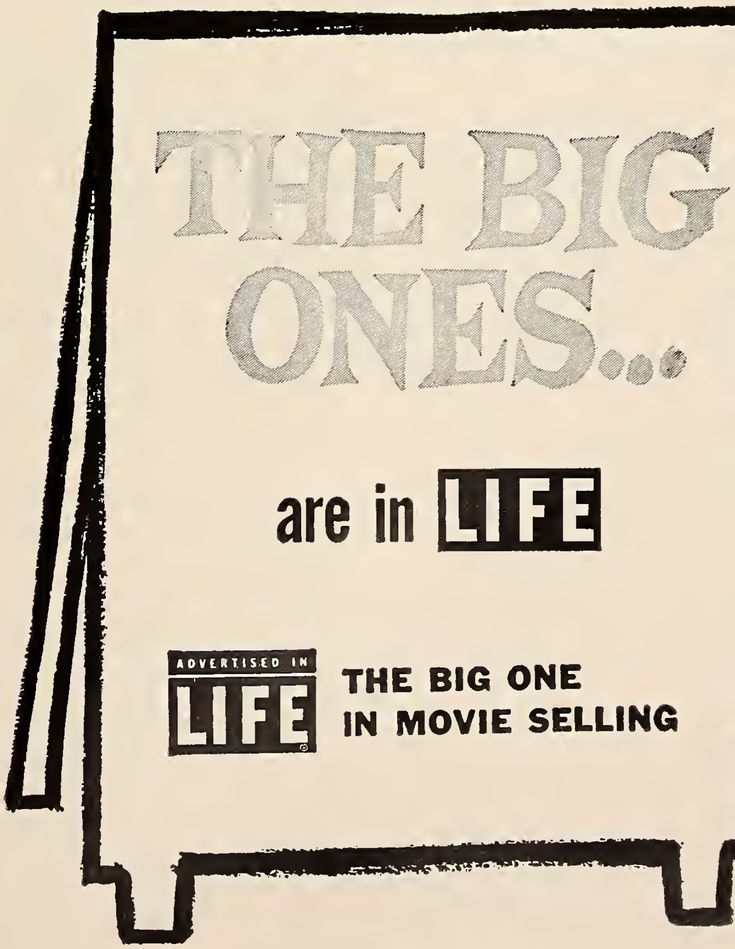
Kuchel, in a letter to Rep. W. F. Norrell (D., Ark.), chairman of the House Appropriations Legislative subcommittee, suggested that the library be allowed to transfer to safety film the George Kleine collection of some one million feet embracing 500 to 600 titles.

The paper prints, he noted, were made as far back as 1894.

U. A. Meeting

(*Continued from page 1*)

manager, and Milton E. Cohen, supervisor of sales for "Around the World in 80 Days," will join with Morris Lefko, vice-president and sales manager for the Michael Todd Co., in leading the conference. The Chicago meeting is the fourth and final session in a series of conferences setting sales policy for the film. The first three meetings were held in Atlanta, Detroit and New York.



Fellows Urges Regional Broadcaster Conferences

From THE DAILY Bureau

LOS ANGELES, Apr. 29 – Harold E. Fellows, president of the National Association of Broadcasters today urged that future regional conferences, set up over an eight-week period would compensate for lack of session meeting attendance at the national convention, due to trade-exhibitor and film-distributor lures at both the Biltmore and Statler hotels here.

Harris Vows to Fight

(Continued from page 1)

toll-TV if not specifically forbidden by Congress. He said he could call his committee back into session and "conduct hearings into the entire problem" if the FCC authorized a test. He told of correspondence received which, he said, showed that the public is deeply concerned with the issue in all parts of the nation.

Detroit Exhibitors Begin Campaign on Radio, TV

Special to THE DAILY

DETROIT, Apr. 29 – The radio and television segments of the Metropolitan Exhibitors of Detroit b-b campaign were started yesterday.

The announced saturation schedule lists 59 radio spots over five stations, and 58 television spots over three stations. While these are for only four weeks, MED is committed to the program for six months.

NAB Checks 116 Outlets For Code Adherence

From THE DAILY Bureau

LOS ANGELES, Apr. 29 – A total of 116 broadcasting stations were monitored by the National Association of Broadcasters last year to police adherence to the industry Code of Practice. Six undisclosed stations of 330 code subscribers resigned from the association when confronted with malpractice, rather than have code seal of good practice taken from them.

Bartley Renominated

WASHINGTON, Apr. 29.–President Eisenhower has renominated Robert T. Bartley for a new seven-year term on the Federal Communications Commission. Bartley, a 46-year-old Democrat and nephew of House Speaker Sam Rayburn, was nominated originally in 1952 by President Truman to fill out a term expiring this June 30.

Goldenson in Fund Post

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, has accepted the post of chairman of the entertainment and special services section in the private firms' division of the 1958 Greater New York Fund.

Television Today

News via TV Vital: Stanton

(Continued from page 1)

ing System, declared today in the keynote speech at the National Association of Broadcasters convention in progress here.

The "ominous beep" of Sputnik I last October, Stanton declared, "spelled out the dimensions of the problem and the dangers that face us as a nation. . . . We now face the duty to get before the American people a continuing report of what is going on here and abroad; we must exert ourselves as never before to report with thoroughness and clarity; and we must make absolutely sure that we do the job so well that there will never sneak up upon this nation a Pearl Harbor of ICBM proportions."

The responsibility, he emphasized, lies with both individual stations, to relate the news to their communities, and with the networks to supply the quantity and quality of programs that will enable the people to evaluate the issues and the evidence.

He indicated four fronts on which the broadcasting industry must move:

1. "Resist with vigor and unity of purpose all shortsighted efforts to weaken the basic structure of broadcasting.

2. "We must ourselves take a fresh look at the 'public interest, conenience, and necessity'.

3. "We must broaden our concept of what constitutes an adequate news service . . . fresh, imaginative, provocative and arresting in quality.

4. "We must join the rest of the press in the fight for the right to get information and, without harassment, to report it.

"We are no longer merely an extension of other informational media," he concluded. "We have had leadership thrust upon us."

One Man's TViews

By Pinky Herman

THIS scribbler of deathless (deadly perhaps is the more apt word) prose and sentimental sonnets, has never joined either the "we hate Arthur Godfrey" or "we love Arthur Godfrey" camps because after rubbing elbows with the Broadway Greats and Ingrates for a quarter of a century, we've learned to regard human foibles, frailties, ambitions and actions in the proper perspective (we hope.) But getting back to cases, we neither praised condemned nor condoned the past actions of the Red-headed CBSquire although as an observer, we were as often amused and entertained by his programs as we were bored–dating back to his arrival in Gotham from Washington, D.C. Last Monday night, when we witnessed Arthur on his "Talent CBScouts" program doing a Kerry Dance with the troupe, we thrilled to the courage and determination of the man, who for years fought a bitter hand-to-hand and painful struggle against a relentless Fate which threatened to render him crippled for life, and he WON. In fact, during his agile stepping in the dance sequences, we found ourselves actually applauding. Yes, Arthur has always been one of America's ace salesmen, but his greatest pitch, at least to us, was when his feet literally ad-libbed his most notable "sell" of Faith to TViewers last Monday night. . . .

☆ ☆ ☆

Just finished reading Larston D. Farrar's new Signet book, "The Sins of Sandra Shaw," a fast-moving story of a fast-stepping gal, who goes to Washington, D.C. to seek revenge against a bigwhig who ruined her parents' lives. A thriller, this can become a great motion picture vehicle for Brigitte Bardot, Gina Lollobrigida or Marilyn Monroe. . . . When Tenoriole John Feeney trilled "It's A Wonderful, Wonderful Feelin'" last week on his NBC radio program, he gave an unexpected thrill to the composer, Johnny Andrews, who does a bit of trilling of his own NBC radio and TV programs. . . . Broadwayites will be happy to learn that a completely-recovered Benny Fields, grand "Minstrel Man" and his life partner Blossom Seeley have been signed to guestar, Friday, May 23 on Bert Parks' "Bandstand" on NBC. . . . CBS is ready to sign up the new half hour western teleseries, "Wanted Dead Or Alive," starring Steve McQueen and produced by Vincent Fennelly for 4 Star Playhouse. . . . Mark Koren's new music firm, "Prime Music, tees off with a pair of R & Rollers, "Jo-Blo" and Flapjack" set for release on Mercury next week.

Decline in '5

(Continued from page 1)

picture theatre screens increased
about 25 per cent from the latt
part of 1956 to early 1958. This sit
ation indicates without question th
the public is enjoying movies as mu
or more than ever."

"However," Balaban continu
"during the period of the survey, b
office revenue of motion picture the
tres decreased correspondingly. T
survey period corresponds with t
television release of the pre-19
libraries of almost all the motion p
ture producer companies, particula
the important libraries released
1957."

Balaban points out that the indu
try continues to be subject to a hi
degree of selectivity on the part
the public in its motion picture tas
and asserts that it is "more difficult
schedule production than in the pas
In this connection he notes the i
crease of independent production a
mounting production costs.

Closed-Circuit TV Planned

Stockholders are informed th
Paramount's International Telemet
Corp. plans to install its closed c
cuit, pay TV system "in a few co
munities in the U. S. and one
Canada around the end of this ye
to demonstrate the practicality of t
system.

The report notes that Famous Pl
ers Canadian Corp., owned about
per cent by Paramount, experience
decline in earnings per share fr
$1.58 in 1956 to $1.28 in 1957, h
states that indications of 1958 busin
to date "are somewhat better than l
year."

Favorable progress on the part
Dot Records, wholly owned by Pa
mount, and Du Mont Broadcasti
Corp., in which it holds a 22
cent interest, is reported. Also, sto
holders are informed that Du M
Laboratories will have an early sol
tion to the mass production of
simple color TV receiver of qual
at a reasonable price.

Reports on 'Commandments'

Reporting on "The Ten Comma
ments," Balaban said by the end
1957 most of Paramount's advertisi
and print costs on the production h
been amortized.

Shareholders are informed that pu
chases of treasury stock by the co
pany are continuing and that 19
trends of inventory reduction and i
crease in the company's cash positi
will continue in 1958.

Financial details of the annual
port which showed consolidated
of $5,425,000 from 1957 operatio
were reported earlier.

21 on Para. Backlog

Paramount Pictures has a curre
backlog of 21 new films includi
seven in current release, and eig
scheduled for release this spring a
summer, and six completed and awa
ing release. A mistake in addition
Monday's DAILY credited the co
pany with 18 in the backlog.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 83, NO. 85 NEW YORK, U.S.A., THURSDAY, MAY 1, 1958 TEN CENTS

Talks On

Deal Near for NFC Handling Of W. B. Films

Streamlining Speeded Up Both At Home and Abroad

Acceleration of streamlining programs in domestic and foreign distribution, in line with demands for increased efficiency and economy, are bringing several major deals nearer to completion daily.

Prominent among them are arrangements by which National Film Carriers will take over the entire physical distribution operations of Warner Brothers.

Talks concerning the deal have been under way for some time, Bernard R. Goodman, vice-president in charge of domestic operations for

(*Continued on page 3*)

FPA Meets Wed. with N. Y. Commissioners

Stanley H. Lowell, first executive assistant to Mayor Robert F. Wagner of New York, and the mayor's newly designated liaison with the New York film industry, has arranged a City Hall meeting at 2:30 P.M. next Wednesday, between representatives of the Film Producers Association of New

(*Continued on page 2*)

CBS Drops Studio One; Desilu Show to Replace

The long-run Westinghouse-sponsored Studio One, a Monday night fixture on CBS-TV for more than nine years, goes off the air in September following the end of the summer series and will be replaced by the new hour-long film series, "Westing-

(*Continued on page 3*)

Television Today Page 3

Jameyson Reports Incorporation of MPI; May Offer 'Trust' Stock Soon

Special to THE DAILY

KANSAS CITY, Apr. 30—Articles of incorporation for Motion Picture Investors, Inc., the company designed by H. E. Jameyson, chairman of Commonwealth Theatres of this city, to acquire and vote stock in major producer-distributor companies in the hope of influencing policies involving the sale of post-1948 film libraries to television, have been filed with the Missouri secretary of state.

An MPI prospectus also is being prepared for submission to the Securities & Exchange Commission preparatory to an offering of shares to any member of the industry.

Jameyson reported that "almost 50 per cent of our organizational capital, now considerably in excess of the re-

(*Continued on page 2*)

British Group Drafts Plan To Control Films-to-TV

From THE DAILY Bureau

LONDON, Apr. 30 – Following consideration by legal and other authorities, the industry's drafting committee including the presidents of the four associations, have approved a plan to control the release of films to television. The final draft now goes to the councils of the exhibitor, distributor and producer associations for formal approval, undoubtedly assured.

TOA To Continue Push For Loans to Drive-Ins

Theatre Owners of America will continue its efforts to have the Small Business Administration amend its regulations to permit loans to drive-in theatres, in spite of the ruling by Wendell Barnes, SBA Administration, that such an extension was "not in the public interest."

Philip F. Harling, chairman of TOA's Small Business Administration committee, said yesterday he had just

(*Continued on page 3*)

CUE Bars Quotes in Ads Which Misrepresent

"Cue" magazine has served notice that neither quotes from its review of "Stage Struck," RKO picture distributed by Buena Vista, nor its recommendation of the film may be used in conjunction with any advertising which in illustration or in text misrepresents the story.

This unusual action was taken by Jesse Zunser, "Cue" executive editor and motion picture critic, in protest against advertising copy featured in the New York newspaper campaign for the initial engagement of "Stage Struck" at the Normandie Theatre, operated by Trans-Lux Theatre Corp.

REVIEW:

The Matchmaker

Hartman—Paramount—VistaVision

CAST A GREAT comedienne in a first-rate farce, and you are bound to come up with a vastly entertaining show. That's the magic formula Paramount has followed in selecting the incomparable Shirley Booth to play Mrs. Dolly Levi in "The Matchmaker," the screen version of Thornton Wilder's international stage success of a few years back.

There is, of course, nothing magical about it. It is simply shrewd showmanship. And that quality is exhibited in every aspect of this picture, which was the last the late Don Hartman produced. Showmanship is evident everywhere—from the inspired casting of Anthony Perkins, Shirley MacLaine and Paul Ford in other principal roles to the superb creation of a romanticized late 19th century atmosphere (New York City and Yonkers are the locales) through some fancy costumes and

(*Continued on page 3*)

Hansen View:

Justice Won't Review NT Film Decision

Might Favor Production Without Preemptive Rights

By J. A. OTTEN

WASHINGTON, Apr. 30.—Anti-trust chief Victor R. Hansen said today he did not intend to reconsider the Department of Justice's refusal to permit National Theatres to produce films with preemptive rights to show the films in their own theatres. He said he had gone very carefully into that question before giving National its answer and saw no reason to change his stand.

However, he indicated he is sympathetic to the idea of divorced circuits producing films providing they do not insist on the preemptive rights. "If they would waive preemptive

(*Continued on page 2*)

NT Second Quarter Net Up From Last Year

From THE DAILY Bureau

HOLLYWOOD, Apr. 30. – National Theatres president Elmer Rhoden reported to stockholders today that earnings for the 13 weeks ended March 25 were ten per cent higher than in the same quarter last year, but not sufficient to overcome a disappointing first quarter. Net income for the half year was less than a year ago.

Consolidated net income for the 26-week period was $743,897, equal to 28 cents a share on 2,699,486 shares

(*Continued on page 2*)

Healy Succeeds Levy In MPAA Ad Code Post

From THE DAILY Bureau

HOLLYWOOD, Apr. 30.—M. A. J. "Tim" Healy, member of the Motion Picture Association of America for 13 years and on the Production Code Administration staff for the past four, has been named Hollywood director of the Advertising Code Administration, succeeding Simmon Levy, who retired today after 25 years in the post.

PERSONAL MENTION

LEONARD GOLDENSON, president of American Broadcasting-Paramount Theatres, is due back here from the Coast over the weekend.

•

Max E. Youngstein, United Artists vice-president, is scheduled to return to New York from Europe today or tomorrow.

•

Jerry Pickman, Paramount vice-president, is expected back in New York at the weekend from a Florida vacation.

•

Kenneth N. Hargreaves, president of Rank Film Distributors of America, will return to New York tomorrow from Milwaukee and other cities of the Midwest.

•

Sam Gang, National Telefilm Associates foreign representative, will leave here today for Puerto Rico.

•

Walter Branson, in charge of RKO Radio worldwide sales, returned to New York yesterday from Europe.

FPA Meets Wednesday

(*Continued from page* 1)

York and twelve city commissioners whose departments are involved with facilitating film production in New York City.

The purpose of the meeting, which is an outgrowth of the Mayor's expressed desire to "create an atmosphere of enthusiasm for production of films of all types," is to examine rules and regulations which affect the film industry in an attempt to modernize, revise, and alleviate them where necessary.

Invited to the meeting by Lowell are: borough presidents Jack, Crisona, Lyons, Cashmore and Maniscalco; also commissioners Stephen Kennedy, Edward T. Cavanagh, T. T. Wiley, Bernard Gillroy, Armand D'Angelo, and Richard C. Patterson; and corporation counsel, Peter Campbell Brown.

Zucker, Pincus for Industry

FPA will be represented by its president, Nathan Zucker, and its civic code and regulations committee headed by David I. Pincus.

FPA also announced yesterday that three more of New York City's active film production firms and 14 companies in the laboratory, recording, equipment, effects and other service fields have joined the association. FPA now has 34 producer members and 14 associates.

Report Incorporation of MPI

(*Continued from page* 1)

quired $100,000, has been subscribed by non-exhibition sources—those in the equipment, trailer, film sales and delivery and other branches.

"The founders of MPI," Jameyson said, "realize that the exhibitors of America cannot provide the money necessary to implement grandiose plans designed to work miracles overnight. We have attempted to tailor (our plan) to the economic facts of life as they relate to the theatre.

'Simple, Practical'

"MPI is a simple, practical and a relatively economical method of taking one step at a time towards its eventual goal. We are not deluding ourselves. MPI will not become a 'force' until it has substantial investments in the various distributing companies, but it can be a 'voice' . . . although a wee one . . . in a very short time. Without seeking or desiring 'control' of any company it can gradually develop a healthy 'influence' upon our whole industry. From our small beginning we will be satisfied with a slow, steady and safe growth.

"Most of the plans offered exhibition in the past have depended solely upon the financial resources of the theatre and the burden has been too great for the exhibitors to bear. MPI will invite all elements of the industry to participate.

"Of course, there are those who honestly and sincerely take a dim view of our proposal. We think many of these persons are too quickly relating it to other plans of the past, without giving it a thorough study.

Points to Possibilities

"MPI differs radically from anything heretofore suggested. A share in MPI will definitely be an investment that will actually purchase a portion of an equity in going concerns. To be sure it is speculative and one the average prudent investor would not make but it will provide the exhibitor with a ticket to shareholders meetings and it can become a tool by which director's doors are opened. And it can do these things with a minimum risk to the investor's capital. If MPI becomes an effective influence in our industry and helps us back to our former health, its shares can increase substantially in value and the investor can thus profit."

Monaco Rulers Patrons For 'Kings' Premiere

Their Serene Highnesses, the Prince and Princess of Monaco, will be the patrons of a gala event, "An Evening with Frank Sinatra," in connection with the world premiere of Frank Ross' production of "Kings Go Forth," to be held at the Gaumont Theatre in Monte Carlo on June 14.

Sinatra, who will attend and entertain, stars in the United Artists release. The picture was photographed on the French Riviera.

Balaban Honored

Barney Balaban, president of Paramount Pictures, yesterday received from the Cruiser Olympia Association a plaque in recognition of his aid in having preserved as a national shrine the cruiser "Olympia," flagship of Admiral Dewey at the Battle of Manila Bay. Presentation was made in Balaban's office here by Charles R. Fish, Jr., vice-president of the association.

'Windjammer' $65,000

"Windjammer," first picture in the Cinemiracle process, grossed $65,000 in its third week at the Roxy Theatre here, continuing the fast pace it has been keeping since its opening. Advance sales are keeping up with the playoff, the management reports, with the figure at the end of the second week registering an increase of $4,331 over that on hand opening day.

NT 2nd Quarter

(*Continued from page* 1)

of stock outstanding at March 25 last, compared with $1,187,766, or 44 cents a share for the similar period last year. For the second quarter alone, earnings were $678,000, equal to 25 cents a share, compared with $615,000, or 23 cents a share, for the like quarter a year ago.

Dispositions of real estate and unproductive theatres for the half year produced profits after applicable Federal income taxes of $170,000, compared with $100,000 for a like period last year. In the second quarter alone, such dispositions resulted in a net loss of $9,000, compared with a net loss of $40,000 in the same quarter last year.

'Pacific' in Brussels

The Todd-AO production of Rodgers and Hammerstein's "South Pacific" will open today in Brussels, Belgium as a feature of the U. S. Exhibit at the World's Fair. Dignitaries from many nations will attend the lavish debut of the 20th Century-Fox release, which stars Rossano Brazzi and Mitzi Gaynor.

Book on Zinnemann

A booklet on the career of director Fred Zinnemann, including reviews of his major films, has been prepared by Richard Griffith, curator of the film library of the Museum of Modern Art here.

NT Decisio

(*Continued from page* 1)

rights and offer the films to anyor who wanted them, I'd be inclined t go along with it," he declared.

Theatre Owners of America h urged that Justice reconsider its star in view of changed conditions in tl industry. In a statement earlier thi week TOA said that Justice, in refu ing to allow the former affiliates make pictures and show them in the own theatres, "had removed the pri cipal incentive" for the circuits produce.

Hansen's stand on production witl out preemptive rights was a marke softening of the Department's earli position. In answering National earli this year, the Department not on turned down the circuit on productic with preemptive rights, but said th there were considerable anti-tru problems involved in production l divorced circuits even without preen tive rights. It said, however, it wou be willing to discuss this further wi National, if National wanted.

Recounts Industry Meeting

Hansen recalled that the Depar ment had called a meeting of son 100 industry officials on National request last fall, and had gotten co siderable differences of opinion on tl preemptive rights question. He sai he had been considering the questic constantly since then, taking into a count the conditions in the industr and his own desire to get the industr back on its feet.

Hansen said he personally felt tl industry's main problem was not much the lack of good features as tl inability of different parts of the i dustry to get along with each othe

Heinemans Off to Rom

William J. Heineman, United Ar ists vice-president in charge of di tribution, will leave here with Mr Heineman today by plane for Europ where they will attend the ceremon in which their daughter, Gloria, wi take her final vows at Our Lady the Cenacle Convent in Rome.

UCP Post to Schwalber

Alfred W. Schwalberg, director NTA Pictures, Inc., has been name chairman of the motion picture div sion of the United Cerebral Pal Drive.

Count on FILMAC
When you are in need
A Special Announceme
TRAILE
You'll Be Delighted With O
Fine Quality And Quick Ser
CHICAGO
1327 So.
Wabash
NEW YORK
630 Ninth
Avenue

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup. Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

The Matchmaker

(CONTINUED FROM PAGE 1)

ets. Hartman also secured a top-notch director in Joseph Anthony, who as a feeling for the style and pace of farce.

The plot? Well, it is furiously complicated as all good farces ought o be. It abounds in the time-honored elements of the genre—in ridicu-ous coincidences; men hiding in closets and under tables to avoid un-xpected guests of their lady friends; the shuffling about of romantic ouples in their various attachments; men masquerading in women's lothes to escape detection; and all the rest.

And John Michael Hayes, who wrote the script, has followed the stage evice of having the characters stop the action and talk in "asides" to he audience. You might not expect it to be, but the technique is equally uccessful and engaging on the screen.

But then Miss Booth can apparently do anything, including confide in he audience by looking it straight in the eye. Her conception of Mrs. evi, the professional matchmaker who offers to secure a young bride or Yonkers' most wealthy merchant and then arranges things so the irl marries this fellow's storekeeper instead and she gets the rich man or herself, is a genuine comic creation.

Miss Booth can give even the corniest line an inflection that makes it eem hilarious, and her facial expressions are an endless delight. And othing demonstrates her genius and versatility so much as the skill with hich she plays the poignant scene which has been dropped into the iddle of this nonsense in which Mrs. Levi talks about her loneliness fter her first husband died. To repeat, Miss Booth is great.

And so is everybody else in the cast. As the storekeeper, Perkins fairly ubbles with exuberance and good spirits, and Miss MacLaine is pert nd attractive as the object of his affections. Ford blusters and bellows amusing fashion as the merchant, and Robert Morse, Perry Wilson nd Wally Ford are fine in minor roles.

Exhibitors playing "The Matchmaker" can guarantee their audiences good time.

unning time, 101 minutes. General classication. Release, not set.

Richard Gertner

NFC-WB Deal

(Continued from page 1)

arner Bros. distributing, confirmed esterday but declined to predict hen they might be eoncluded.

As in the case of Buena Vista, hose entire physical distribution is andled by National Film Carriers, l back room functions, shipping, in-ection, etc., would be handled for arners by NFC. Actual selling ould remain with Warners.

In addition to this move, Warners as closed or consolidated a number f its exchanges at home and abroad. ikewise, exchange consolidations in arious parts of Europe have been ef-cted by M-G-M, Paramount, Co-umbia and 20th Century-Fox, with ore deals planned by these and her companies.

Columbia Pictures home office con-med yesterday that all of the phy-cal handling of its sub-branches in e British Isles outside of London ill be taken over by Paramount. ales will continue to be handled y the Columbia organization.

lub House Shifts Policy

BOSTON, Apr. 30. — After 20 ears as a newsreel and short sub-cts house, the Telepix Cinema here as changed its policy to include e feature presentation on weekends.

Directors Meet Sat. on Possible Work Stoppage

From THE DAILY Bureau

HOLLYWOOD, Apr. 30.—The Screen Directors Guild will hold a general membership meeting here Saturday at its local headquarters to consider the next steps to be taken in its failure to make headway in collective bargaining discussions with the Association of Motion Picture Producers. Since March 13 the directors have been working without a contract, and the threat of a work stoppage has been reported.

A strike by the guild would require a majority vote by its approximately 700 members, including first and second assistant directors. Such action would halt production of TV films as well as theatrical ones.

Talks Ended Friday

Negotiations between the SDG and AMPP came to a halt last Friday when the producers rejected the guild's latest revised proposals. The guild reportedly has substantially reduced its original minimum salary request made in February. Another principal point at issue involves royalty payments from films designed for theatres and exhibited on television, as well as extra payments on re-runs of pictures made directly for television.

Television Today

NAB Looks at TV Code On 3rd Convention Day

From THE DAILY Bureau

HOLLYWOOD, Apr. 30. — The Television Code and its administration came in for top attention on the third day of the National Association of Broadcasters convention, with Edward H. Bronson, NAB director of television code affairs, and William B. Quarton, chairman of the Television Code Review Board, dealing with the subject from different angles.

The new Television Code film, "Welcome Guest in the House," produced for NAB by Westinghouse Broadcasting Co. through the facilities of KDKA-TV, was screened.

Reports on Monitoring

Bronson, who spoke on means and advisability of showing "Welcome Guest in the House" to the widest possible public, reported on results of monitoring activity conducted in connection with the code. He said only one in 20 out of 21,000 monitored programs carried more advertising than is recommended under the code, and only two per cent of 20,000 clocked station breaks exceeded the standard.

Quarton reported a 30 per cent increase in code subscribers and said the principal violations had been in the advertising provision. These were primarily multiple-spotting, excessive devotion of time to commercials, certain personal-product type advertising, and program-length commercials.

G. Richard Shafto and Dwight Martin were elected members of the television board of directors of NAB.

CBS Dropping

(Continued from page 1)

house Desilu Playhouse." and a series of Lucille Ball-Desi Arnaz specials.

Mark W. Cresap, Jr., president of Westinghouse Electric, made this announcement here at a press conference yesterday afternoon. Thus was sealed the fate of Studio One, in doubt ever since its move from New York to Hollywood earlier this year. It also brings closer a TV season which may have no regularly-scheduled hour-long live drama series, long a TV staple.

Whether or not the new Westinghouse series will go into the Studio One time spot has not been decided, Cresap said, though it will definitely get underway the week of Oct. 6. He described the deal with Desilu as "one of the largest TV packages ever bought by one sponsor." It includes the Westinghouse Playhouse, hour long dramas featuring star performers with Arnaz as host, plus seven one-hour specials featuring Arnaz and Miss Ball.

The Arnaz-Ball specials are expected to cost approximately $500,000 each, Cresap added, and will be seen at two-month intervals. The contract with Desilu, and renewal options, cover a five-year period.

TV Shows 40% on Film

LOS ANGELES, Apr. 30. — Forty per cent of all television programs now are on film, it was reported here by Harold E. Fellows, president of the National Association of Broadcasters.

Albany Drive-ins Seek Fabian as Mediator

Special to THE DAILY

ALBANY, N. Y., Apr. 30.—A meeting to discuss the "dollar night" situation, and its ramifications, in the Albany drive-in area ended today with an agreement to seek the mediation services of Edward L. Fabian.

It was hoped the Fabian Theatres executive could persuade one automobiler to discontinue triple-featuring Friday and Saturday. If this is achieved, operators of the drive-ins represented at the meeting agreed to drop "triples," as well as "buck nights." (Both were described as forms of price-cutting. The contention was that three pictures were unecessary on weekends, when business usually hits a high level.)

The Carman, in Guilderland, is the drive-in which conferees hope Fabian can persuade to ditch triple features weekends. John and Peter Marotta, who operate it, have said in the past they believed triples desirable for their operation. The Carman was not among the theatres represented at today's meeting.

TOA to Push

(Continued from page 1)

received details of the Barnes' decision from Wiley S. Messick, counsel for the Senate Select Committee on Small Business. The Senate committee had recommended to the SBA that drive-ins be made eligible for loans.

Harling said yesterday that while the "present policy" of SBA appears to bar drive-ins, Barnes "seems to have left the door open so that upon a submission of a full statement of facts and a full discussion of the question of 'public interest' the policy committee of the SBA would reconsider letting the bars down for drive-ins."

Committee Study Slated

Harling said the full report will be studied by TOA's full committee, which will then plot further course of action in reopening the request.

The petition for inclusion of drive-ins was made March 21 by Harling, who said at that time that their inclusion in the list of those eligible for loans could be made by the SBA without new legislation.

PEYTON PLACE
A FAREWELL TO ARMS
THE LONG, HOT SUMMER
THE YOUNG LIONS

and now from 20th...
for Decoration Day...

GARY COOPER
DIANE VARSI
SUZY PARKER

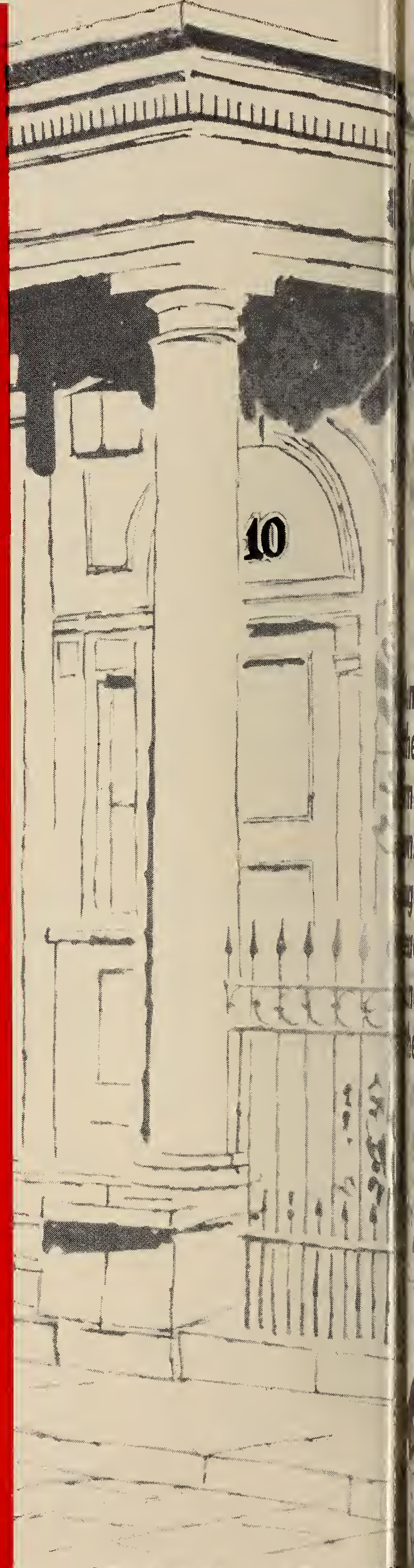
Ten North Frederick

CINEMASCOPE

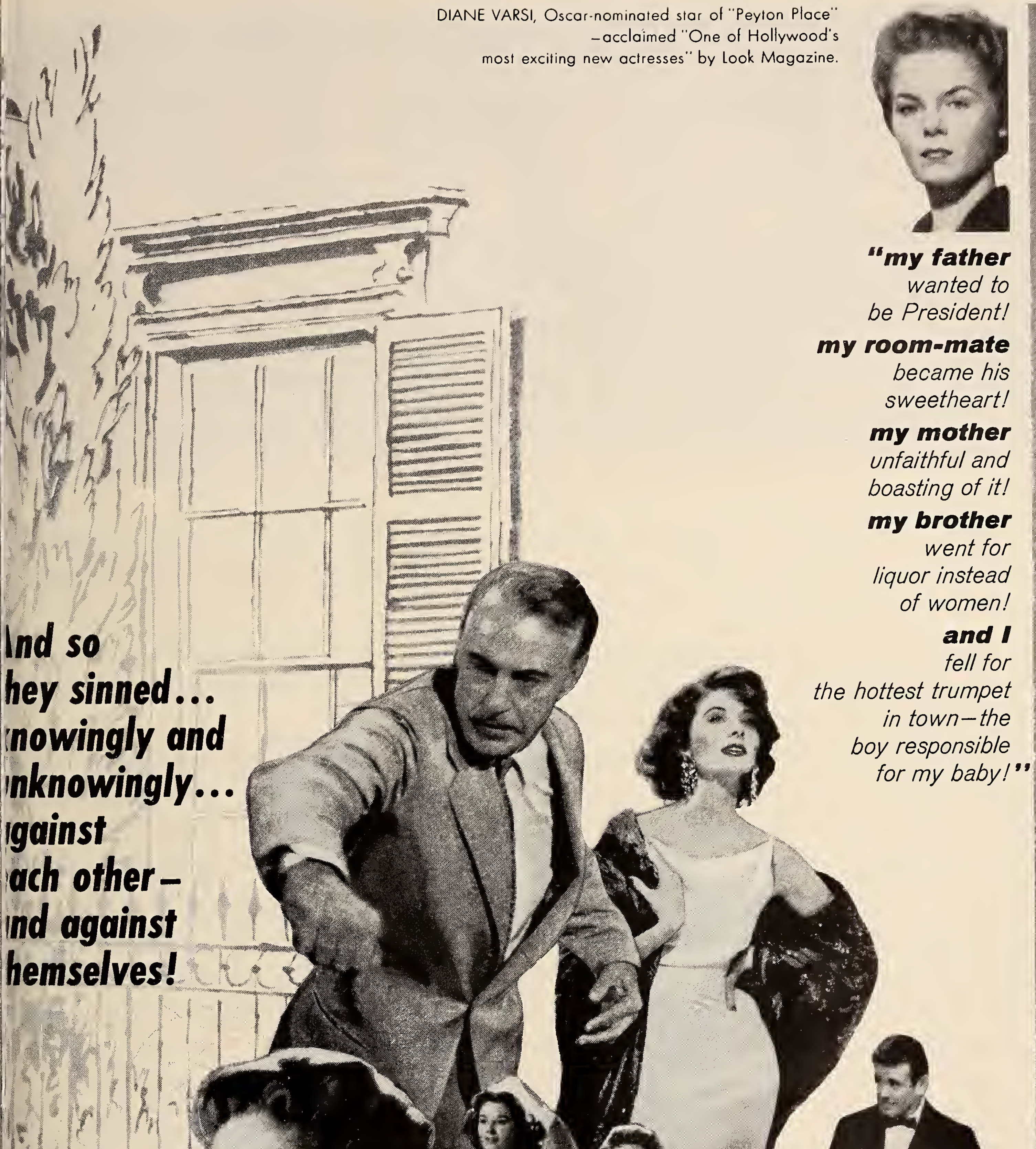
John O'Hara's hotly-discussed best-seller... winner of the National Book Award!

10
NORTH
FREDERICK

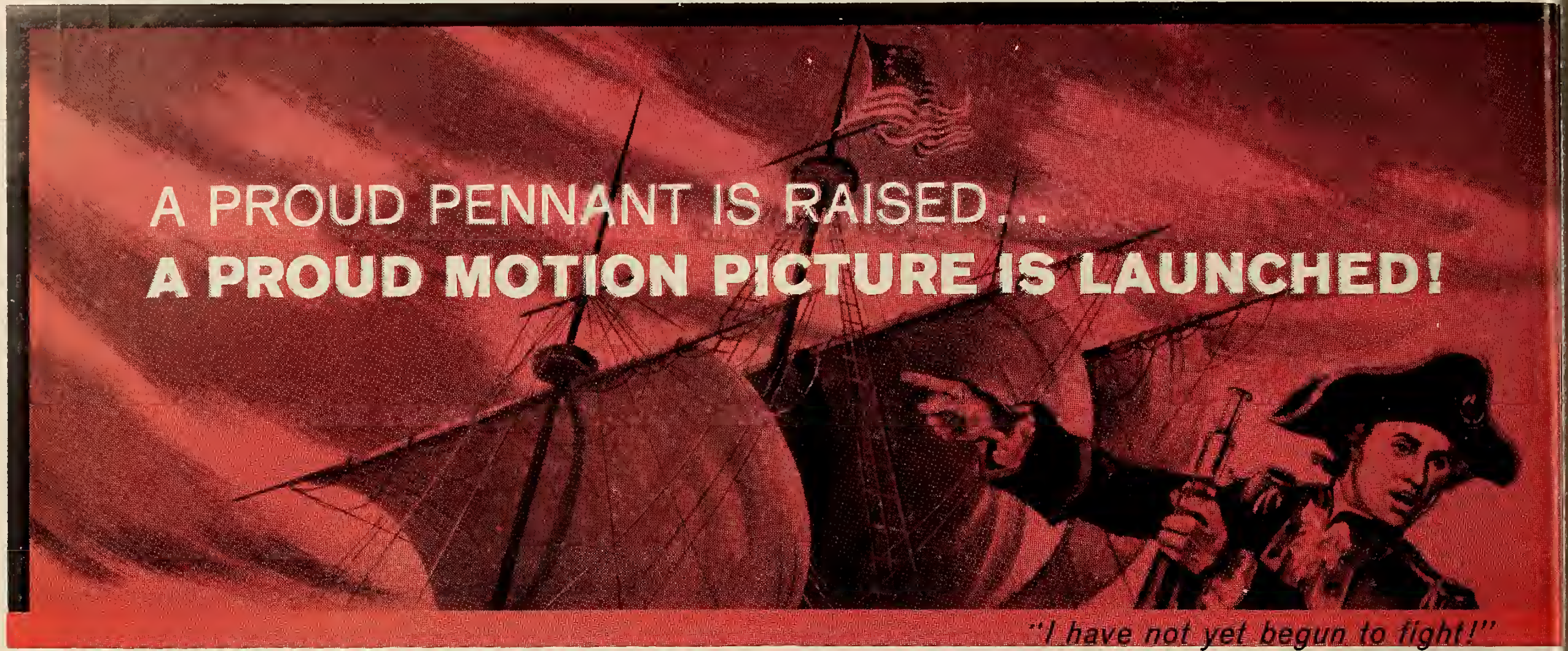
Mr. Showman! Be sure to get the special Diane Varsi teaser trailer for advance selling! From your 20th branch!



co-starring GERALDINE FITZGERAL


DIANE VARSI, Oscar-nominated star of "Peyton Place" –acclaimed "One of Hollywood's most exciting new actresses" by Look Magazine.
"**my father** *wanted to be President!*
my room-mate *became his sweetheart!*
my mother *unfaithful and boasting of it!*
my brother *went for liquor instead of women!*
and I *fell for the hottest trumpet in town–the boy responsible for my baby!*"
nd so
hey sinned...
nowingly and
nknowingly...
gainst
ach other–
nd against
hemselves!

OM TULLY · Produced by CHARLES BRACKETT · Directed from his own Screenplay by PHILIP DUNNE


A PROUD PENNANT IS RAISED...
A PROUD MOTION PICTURE IS LAUNCHED!
"I have not yet begun to fight!"

This week, producer Samuel Bronston sets full sail on a course long and carefull charted. This week, the tremendous panorama that was the life of John Paul Jone is re-created on a broad canvas.

Here is an especially proud event for everyone in the motion picture industry, f John Paul Jones will depict—for the first time on the screen—the stirring sag of the founding of the United States Navy.

Sailor, slaver, pirate, hero—the story of John Paul Jones spans seas an continents. Ranging from the burning shores of Jamaica and Africa to frigid Russia steppes; from the grace of colonial Virginia to the glitter of the French court to raging se battles off the Spanish and English coasts, this remarkable man's life was one long, colorf adventure—his triumphs unparalleled, his love affairs unconventional.

The ninety-seven speaking roles will be enacted by a truly distinguished cast i cluding Robert Stack, Macdonald Carey, Charles Coburn, Marisa Pavan, Jean Pierre Aumon Erin O'Brien, Robert Morley, Peter Cushing, David Farrar, Susana Canales, Bruce Cabo –and a special appearance by Bette Davis as Catherine the Great.

John Farrow, who serves as director, and is himself a Navy commander, ha supervised such notable sea dramas as "Two Years Before the Mast" and "Botany Bay Co-author of the script for "Around the World in 80 Days", he also has written the scree play for John Paul Jones.

The Navy is providing its closest cooperation. Fleet Admiral Chester W. Nimit ex-Chief of Naval Operations, is serving as consultant and advisor. Full-scale replicas 18th Century ships that figured in Jones' battles have been readied. They are commande by Alan Villiers, skipper of the Mayflower II on its recent trans-Atlantic voyage.

John Paul Jones, filmed in Technicolor and Technirama, will be di tributed through Warner Bros.

Its production is on a scale so huge as to make it an international event.

Its promise—both at world-wide box offices and as a prestige picture for our natio —has unlimited horizons.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 83, NO. 86 NEW YORK, U.S.A., FRIDAY, MAY 2, 1958 TEN CENTS

lled A 'Bust'

elemovies No all-of-Fire 'o Sales Heads

ıt Film Service to ɪntinue; Some for It

'op sales executives whose compa- have been making films available he Telemovies experiment in Bar-ville, Okla., in the main have come he conclusion that the closed cir-, pay-as-you-see system, is in the ·ds of one of them, "a commercial t."

)uestioned during the past several s, the sales executives with but exceptions said their past eight ıths observations of Telemovies e moved them to the conclusion

(*Continued on page* 6)

ɪnspiracy Proof Lack ɪashes Anti-trust Case

'here being no evidence of con-acy, the U.S. District Court of the tern District of Louisiana, New eans Division, dismissed an anti-t suit brought against Warner s. because it refused to grant Nile, ., operator of a drive-in, an oppor-ity to negotiate for "Sayonara" on

(*Continued on page* 4)

orld Bow of 'Key' Is t in London May 29

From THE DAILY Bureau

.ONDON, May 1 – The world miere of "The Key" will be held e at the Odeon Theatre on May the 25th anniversary of Columbia tures' start of operations in Great tain. The film has been designated

(*Continued on page* 3)

TRADEWISE
on page 2
Television Today
on page 6

Crime Films Scored Again

From THE DAILY Bureau

WASHINGTON, May 1.–FBI director J. Edgar Hoover called on the public to take action to correct what he called "an ominous trend of crime glorification" in many current motion pictures and television programs.

In a signed editorial in the FBI Law Enforcement Bulletin, Hoover bitterly denounced motion picture and television "trash mills" which, he said, "spew out celluloid poison destroying the impressionable minds of youth."

The FBI director did not name any individual films or TV shows, and

(*Continued on page* 3)

Exhibitors Selective Now, Too: Balaban

The nation's exhibitors are getting as selective in their picture buying habits as is the theatre-going public, Barney Balaban, Paramount Pictures president, observes in an interview published in yesterday's N. Y. "World-Telegram and Sun." They've learned that quality, not quantity, determines profits, Balaban remarked.

The interview reported that Bala-

(*Continued on page* 3)

First Six Months Survey

Conciliation Action Still At Low Level

But Most Exhibitors, Distributors Feel System Helpful, Should Be Continued

The industry's conciliation machinery, which has just completed its first six months existence, continues to be as little used as a Motion Picture Daily survey showed it to be at the end of its first 90 days.

Since no formal records of conciliation cases are kept, only unofficial estimates of the number initiated are available. A canvass of major distribution companies this week indicated that the total for the six-month period is fewer than 50. A national survey of film exchanges, national and regional exhibitor organizations by Motion Picture Daily correspondents substantiated the home office estimates.

Despite the fact that little use is being made of industry conciliation, there appeared to be no disposition among either distributors or exhibitors

(*Continued on page* 5)

Up-Beat Film News Is Cited in 89th Compo Ad

Headlines of three recent metropolitan newspaper articles, calling attention to the upturn in motion picture theatre attendance, are reproduced in the 89th of the series of Compo ads in "Editor & Publisher," which will appear tomorrow. Under the caption, "Headlines Tell a *New* Story of the Movies!" the ad reprints the heads of articles in the "Wall Street Journal" of April 21, and the "New York Herald Tribune" of April 13 and April 20.

"We urge editors," the ad says, "to take a new look at the movies, and

(*Continued on page* 3)

'Fraulein' First Film Set For New Fox Ad 'Package'

Details of the plan for 20th Century-Fox's first "public merchandising package" to cooperate with exhibitors on a local level so they can take advantage of the nationwide publicity and advertising efforts preceding picture releases were released here yesterday by Charles Einfeld, vice-president. Initial announcement of the program was made last weekend by general sales manager Alex Harrison at meetings of the company's district managers.

Charles Einfeld

The material is designed to fit the budgets of theatres in all situations where local-level exploitation can supplement the advance national publicity drives. All future pictures, beginning with "Fraulein," will be accompanied by this material.

"Fraulein" was selected for the first test of the system. Einfeld explained, because it could be held out of release until the plans for the first "package" had been thoroughly discussed. It has been set for a May release. Spyros P. Skouras, Harrison and Einfeld agreed the picture had enough exploitation potential to get

(*Continued on page* 2)

Walter Brooks Dies Suddenly; Was 64

Walter Brooks, for ten years director of the Managers' Round Table of *Motion Picture Herald*, died suddenly in his sleep yesterday morning. He was 64 years old.

Born in Canton, Pa., Brooks had spent more than 50 years in the motion picture business. At the age of 14 he went to work in the opera house in his home town as projectionists' assistant and general handy man. In 1915 he became manager of the Auditorium Theatre in Coatesville, Pa., and in 1918 as eastern production

(*Continued on page* 3)

Reserve Decision on Suit To Halt List-G.A. Merger

Federal Judge Sugarman yesterday reserved decision in U.S. District Court here on the petition of stockholder Louis Yeager to enjoin the proposed merger of List Industries and Glen Alden Corp.

The Yeager suit is one of three

(*Continued on page* 3)

PERSONAL MENTION

ROGER LEWIS, United Artists advertising-publicity director, will leave here for Europe by plane tonight .

•

Irving Mack, head of Filmack Trailers, will return to Chicago today from New York.

•

Joseph Wohl, president, and Charles Rosenblatt, vice-president, of International Film Distributors, will leave here Sunday for Los Angeles.

•

Irving Sochin, general sales manager for Rank Film Distributors of America, will leave New York Monday for a tour of the Far West.

•

Arther Wilde, general vice-president of C. V. Whitney Pictures, and Tom McAdoo, film editor, left Hollywood yesterday for New York.

•

Mrs. Melvin B. Danheiser, wife of the RKO Radio assistant foreign sales manager, has given birth to a girl, their third child.

•

Henry L. Needles, former district manager in Hartford for Warner Brothers Theatres, has returned to his Wethersfield, Conn., home following surgery at Hartford Hospital.

•

Al Sicignano, a film buyer for American Broadcasting - Paramount Theatres, and Al Geiler, a booker, were in Albany from New York.

•

Fred R. Greenway, retired manager of Loew's Palace Theatre, Hartford, has left there with Mrs. Greenway for Los Angeles, where they will make their home.

•

Bette Davis will leave here for Europe on Tuesday for her assignment in "John Paul Jones."

•

Joseph L. Mankiewicz, president of Figaro, Inc., will return to the Coast from here today.

•

Bernard B. Brandt, Brandt Theatres executive, left here yesterday by plane for Europe.

•

Andrew and Virginia Stone, producing team, will arrive in New York over the weekend from Hollywood.

TRADEWISE

By ONLOOKER

AS REPORTED, the U. S.—Soviet film negotiations hit an impasse on price to be paid for the American films the Moscow negotiators are interested in. So, if the talks are resumed in 30 days, as announced, and the price barrier is surmounted, does that mean there's a deal? It does not, say foreign department officials. The Soviet negotiators have made it clear they expect any final deal for American films to include agreements for the distribution of Soviet films here, plus co-production deals between American and Russian producers. And those considerations, to most of the company executives, are bigger headaches than is price. . . . However, if the State Department wants a deal badly enough, it may exert sufficient pressure to bring one about. If so, it would be a diplomatic, rather than a commercial deal. But it's possible. After all, this industry goes to the State Department often enough looking for help. And usually gets it. . . . U. S. Navy officials were so impressed with that "John Paul Jones" ad you saw on the back page of THE DAILY yesterday, Admiral Pratt has arranged to obtain 1,000,000 reprints for inclusion in all U. S. Navy regular mailings to all parts of the globe. The interesting and impressive copy was prepared by Robert S. Taplinger Associates. . . . One of the most impressive things about Eric Johnston's survey of opinion of the influence and effect of American films abroad was that those comprising the 85 per cent who believe them to be favorable are far better qualified to pass judgment than are the isolated few who have publicized their isolated opinions of late to the contrary.

MAX YOUNGSTEIN, who returned yesterday from a look-see at pictures in production abroad destined for U. A. release and conferences concerning others to come, may have some important news as a result in the not too distant future. . . . The MPAA, east and west, is going to have to do something to curb over-zealous publicists from giving advance screenings of important new product to columnists, feature writers and others and permitting them to publish what amount to exclusive reviews of such product, usually shortly before but sometimes well in advance of the authorized review dates for trade and other publications. The practice has been becoming more common and more offensive by the week. Because it penalizes those publications that abide by the specified review dates, it will not be tolerated for long. The situation already is threatening to get completely out of hand. . . . Mori Krushen, United Artists' exploitation dynamo, steps into a schedule next Tuesday in Cleveland of two days a week on the road starting promotion activities on "God's Little Acre," "The Vikings" and "Kings Go Forth," among others, and the balance of the week in his office. As the opening dates draw nearer, that will be stepped up to a point where he will be on the road almost constantly. . . . 20th Century-Fox's second quarter is going great guns. The first three months period of 1958 was disappointing abroad because the company's top money-getting productions were not in release overseas. As a result, the quarter ended below last year's corresponding period. But the top releases are circulating in the foreign as well as the domestic market this quarter, which not only means the period will be well ahead of last year's but so will the first six months. With fewer shares outstanding, per share earnings may be boosted dramatically.

THE PLEA to exhibition at the recent annual meeting of Compo to get contributions to the industry business-building campaign in by May 1 was not too well heeded. However, it is understood that most of the large circuits have their shares in process of being computed for early remittance, but it looks like the May 12 meeting of the b-b campaign's executive committee will have to light some fires under most of the organizations to get them to urge their members to remit promptly.

Fox 'Package

(Continued from page 1)

the company's new plan off to a f ing start.

In order to get the best results fr recorded songs, Einfeld said, th should be saturated fully up to a ye before general release of the produ tion. Five separate title tunes, in fi separate styles, were recorded "Fraulein."

The picture is a CinemaScope-D Luxe color attraction. It was film on location in Berlin. First of the re ordings is by Steve Lawrence, popu young singer. He made this record Coral. Lawrence will substitute Steve Allen this Summer, Sund nights, and will use "Fraulein" the start.

One Disk in March Tempo

Kitty Wells, country and weste recording star, has waxed "Fraulei as has Don Estes, for Decca, usi the rock and roll style. A martial cording in the same manner as t march from "The Bridge on the Ri Kwai" has been recorded by Sabrino for Decca.

In the advertising campaign a sp cial series of six teasers, the larg of which is 34 line, has been prepare A combination of these, an openi day ad and a low-budget radio ca paign is aimed to give any exhibit a package which he can afford.

Display ads have been designed get the maximum sell in a minimu amount of space. The material w be available well in advance of pla dates, and will be given to exhibit when contracts are signed.

Maidment Col. Directo

LONDON, May 1 — Kenneth Maidment, general manager of C lumbia Pictures of Great Britain, h been elected a director and secreta of the company. Maidment was a pointed general manager ve recently, after four years as produ tion executive for Columbia Briti Productions, Inc.

Prod. Service Moves

The Producers Service Compa has announced that after May 12 will occupy new offices here at 5 Fifth Avenue.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"MARJORIE MORNINGSTAR"
Starring
GENE KELLY • NATALIE WOOD
A Warner Bros. Release • In WarnerColor
and GALA NEW STAGE SPECTACLE

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PEOPLE

ıy C. **Piccinati,** formerly director narketing, has been promoted to post of vice-president in charge narketing for Alexander Film Co., ›rado Springs, Alexander's theatre tions and contacts will continue er the direction of **Cliff Parker,** ıtre division vice-president. **Maxine** per, former account executive for BD, Du Mont TV station in New k, has been named New York dent vice-president for Alexander.

□

ohn Newfield, formerly director of cial events in the Southwest for umbia Pictures, has joined Blowitz- skel Co. here as assistant to **Irving** ›ine. **Marion Billings** has been ced in charge of trade publications photographic service.

□

. Morton Goldstein has been re- ›ointed to a new three-year term chairman of the Maryland State ırd of Motion Picture Censors by v. Theodore McKeldin.

□

Al Marchetti, formerly head booker Universal in Albany, N. Y., has umed a similar position with Co- ıbia Pictures in that city.

□

George Smith, former maintenance ector and purchasing agent for the rtford Theatre Circuit, Hartford, joined the staff of F. W. Prelle vertising Agency in that city.

□

Al Hughes, Dallas playwright and oker for United Artists, has been ınted May playing dates at the O and Veterans Hospital there for one-acter, "The Wildest Woe."

p-Beat News

(*Continued from page* 1)

course, a new look at their movie verage."

All three newspaper articles also ve ben reprinted in full, with the rmission of the publishers, and dis- buted to key industry advertising d public relations representatives.

Dracula' Bow Set

"Horror of Dracula," produced by ammer Film Productions, Ltd., for niversal-International release, will ıve its world premiere at the War- r Theatre in Milwaukee on Thurs- ıy, May 8. Followed by key city ›enings, including the Fox Theatre Detroit and the Oriental Theatre in hicago.

Creole' Premieres Set

MEMPHIS, May 1 – The South- n premieres of Elvis Presley's latest m, "King Creole," will be held July in Memphis and New Orleans. lemphis is Presley's home town, and ew Orleans is the scene of the story. The Strand Theatre here will show ıe Paramount film.

Crime Films Scored Again by the FBI

(*Continued from page* 1)

readily conceded that many industry leaders in motion pictures and television were helping law enforcement activities by portraying criminals in the proper light.

However, he continued, "As a law enforcement officer and as an American citizen, I feel duty bound to speak out against a dangerous trend which is manifesting itself in the field of film and TV entertainment. In the face of the nation's terrifying juvenile crime wave, we are threatened with a flood of movies and TV presentations which flaunt indecency and applaud lawlessness. Not since the days when thousands filed past the bier of infamous John Dillinger and made his home a virtual shrine have we witnessed such a brazen affront to our national conscience."

Cites Oklahoma Case

"No standards of decency or code of operations can justify portraying vile gangsters as modern-day Robin Hoods," Hoover said at an other point in the editorial. He cited an example of two Oklahoma youngsters who went on a shooting spree in their town, killing one citizen and wounding two more, and who later said they got the idea from watching crime films shown at the local theatres and television programs.

Closer parental supervision is needed, Hoover declared, as well as a sense of responsibility on the part of producers and protests by citizens to the producers of such "offensive shows."

Praises 'Responsible Leaders'

Hoover said that unless motion picture and TV industry officials take the initiative to correct the situation, the pressure of public opinion will be brought to bear. He lauded the "many responsible leaders" in the industries who, he said, live up to a code of standards and produce wholesome entertainment. But there are others, he declared, who "value money above morals" and glorify violence and "picture criminals as heroes for youth to idolize."

One motion picture Code official, according to Hoover, recently declared that the number of murders in a film is not particularly important but only the reason why the criminal in the picture committed the murder.

"He said he would not permit a wanton killing to be depicted, but indicated the killer first had to be wronged," Hoover continued. "What kind of double moral standard is this? The same official, in describing a film, said there were only 12 murders—not an excessive number, according to his interpretation of the Production Code. What kind of rationalization is this?"

Opposes Censorship

Hoover said he deplored censorship and that law enforcement officials have no right to dictate what should be shown on screens. But, he continued, these officials "have the right to speak out when law enforcement is held up to ridicule and the criminal is elevated to heroic proportions."

World Bow of 'Key'

(*Continued from page* 1)

as Columbia's Silver Anniversary presentation.

The world premiere will be sponsored by the Variety Club of Great Britain on behalf of the Invalid Children's Aid Association and the Navy League's Sea Cadet Corps Appeal. The guest of honor will be Princess Margaret, who is president of the children's aid group.

Reserve Decision

(*Continued from page* 1)

injunctions which stockholders have sought to stop the merger. Decision on the suit brought by Samuel Gilbert against Glen Alden in Kings County Supreme Court is being awaited. The other action, Farris vs. Glen Alden, is scheduled to be heard in Wilkes-Barre, Pa.

Atlanta Variety Sets Clinic Drive May 16

Special to THE DAILY

ATLANTA, May 1 – The Variety Club's "Old Newsboys" paper sale will be looking toward a goal of $100,000 when they parade and hawk their special edition of the Atlanta paper in the fund campaign in behalf of the Atlanta Cerebral Palsy School Clinic on May 16.

Monroe-Curtis Signed

HOLLYWOOD, May 1. – Contracts have been signed for Tony Curtis to co-star with Marilyn Monroe in United Artists Ashton Productions' "Some Like It Hot," which Billy Wilder will produce and direct for the Mirisch Co. The comedy is being scripted by Wilder and I.A.L. Diamond. The film is slated for a July 15 shooting start.

Introduction of Television and Drive-Ins Unlikely in New Zealand in Near Future

By R. A. USMAR

WELLINGTON, New Zealand, Apr. 25 (By Air Mail)—Neither drive-in theatres nor television are likely to be introduced in this country in the near future, government observers feel.

The government has already announced regulations designed to defer the issuing of licenses for drive-ins. The Hon. W. T. Anderton, minister of internal affairs, said this decision had not been lightly reached but that in view of the present economic outlook and the "speculative nature" of the enterprise, it would be in the "best public interest" to postpone permission to build the drive-ins. The regulations leave the question open to review "at a more propitious time."

Anderton said that among the points having a bearing on the decision is the feeling that the public is now being sufficiently served by indoor theatres. The establishment of drive-ins, he added, would amount to an unwarranted duplication of capital expenditure.

Walter Brooks Dies

(*Continued from page* 1)

manager and assistant to the president of Educational Pictures.

In 1925 he became associated with Eddie Dowling as a talent agent and remained as his representative until 1932. After two years as manager of the St. James Theatre on Broadway he took charge of special relations for the National Emergency Council and later was press representative for Audio Productions and Eastern Service Studios in Astoria.

During the war Brooks worked for the Coordinator of Inter-American Affairs and in 1944 joined Loew's, Inc., as assistant to the director of exhibitor relations. He was appointed director of the Managers Round Table in 1947 and remained in that post until January, 1958. He had been engaged in free lance writing at the time of his death.

The body will repose at Campbell's Funeral Home today and this evening. Services and interment will be at Canton, Pa., Monday. The family requests that flowers be omitted but that donations be sent instead to the Herald Tribune Fresh Air Fund.

Exhibitors Selective

(*Continued from page* 1)

ban is not resigned to an unending impasse on pay TV. He thinks the logic of economics, the difficulty of providing good video entertainment under today's costs, makes pay TV inevitable.

On the industry's prospects, Balaban is quoted as saying, "Only the first companies, the leaders, can survive. There's no longer any room for second-rate companies, second-rate actors or second-rate stories. Everything really must be bigger and better."

National Pre-Selling

THE review of "South Pacific" appearing in the May issue of "Good Housekeeping" has been superimposed on a location photo which was made on a luxurious South Sea island. Mitzi Gaynor and Rossano Brazzi, the film's stars are happily poised in the foreground of the still.

Ruth Harbert, who reviewed the Rogers & Hammerstein musical says " 'South Pacific' is wonderful-simply wonderful, Our advice to you is: Do your ticket shopping early'."

•

"Marjorie Morningstar" the Herman Wouk blockbuster of a book, sold more than four million copies. The Warner Bros. film version of it, now playing at Radio City Music Hall, received an upbeat review in the April 21 issue of "Life."

"It is a wryly tender picture of Jewish life on New York's West Side and a love story that starts in the summer romance of an eager 19 year old," reports "Life." With Natalie Wood, Gene Kelly, Carolyn Jones and Ed Wynn it has a well rounded out cast.

•

Errol Flynn who plays John Barrymore in Warners' "Too Much Too Soon," is profiled by Helen Lawrence in the May issue of "Esquire." The film is an autobiography of Diana Barrymore.

•

Pete Martin of "The Saturday Evening Post," staff has the happy faculty of getting top performers to speak to him frankly and uninhibitedly for publication. He interviewed Bob Hope for the April 20 issue of "The Post." The article makes good reading because Hope answered all questions directly and forthrightly.

The lower half of the story's lead page is given over to a photo taken on the set of "Paris Holiday," which spotlight Hope, Fernandel and Anita Ekberg.

•

Top flight comedy performers Glenn Ford and Shirley MacLaine are featured in the table of contents page ad for "The Sheepman," appearing in the April issue of "Redbook."

•

In "Teacher's Pet" Clark Gable plays a rough, tough newspaper editor and Doris Day a slightly stuffy school teacher. "Seventeen" reviewed this Paramount film in the April issue and says "that some deft comic material built this into an enjoyable movie."

•

A brief sketch of Paul Newman appears in the May issue of "Coronet." His current releases "The Long Hot Summer," and "The Left-Handed Gun," are mentioned prominently.

—WALTER HAAS

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REVIEW:

The Light in the Forest

Disney—Buena Vista

STORIES about life among the pioneers in the early days of Americ history have a special appeal for Walt Disney, who has turned to th period more than once for his "live" adventure films. It is that era a setting—the wilds of 18th Century Pennsylvania, to be precise—th form the background for his latest such opus, "The Light in the Forest Given only that much information exhibitors should immediately dedu that here they have a strong attraction for their younger patrons—a possibly for some adults, too. The name of Disney alone as producer enough to assure a large family trade for any film, and that audien will find this one is up to par in most respects.

For it has all the ingredients expected of a Disney "live" show: was filmed in outdoor settings (along the Tennessee River near Cha tanooga) for some beautiful shots in Technicolor of the countrysid It has a cast of attractive young people as well as some experience veterans. And it tells a story that combines action and sentiment an is put forth in a simple and straightforward style. Life is happily nev very complicated in Disneyland.

That is not to say that the hero doesn't have a problem, for he doe He's a young man who had been kidnapped from his settler paren early in life and raised as the son of a Delaware Indian chief. Then o day the Indians make peace with the whites, and a part of the treat requires that the redmen return their white captives. Our hero wan to stay with his Indian "father" but is forced to go back to live wit his white parents. The picture then traces the difficult path of his eve tual readjustment.

In telling this story, as adapted from the novel of the same name b Conrad Richter, scriptwriter Lawrence Edward Watkin has filled it wit some colorful characters and lively events. The latter include mostl fist fighting and shooting matches. Time is also taken out for some co loquial humor and sweet romance.

The cast has been well selected for the frontier types they play. Jame MacArthur (who made such an auspicious screen debut in "The Youn Stranger)" is sturdy and manly as the hero, and Fess Parker plays th scout who returns the former to his parents and then remains to fall i love with the daughter of the local minister, played by Joanne Dru Jessica Tandy and Frank Ferguson are the young man's parents, an Wendell Corey is cast against type as a wicked uncle who insists th the boy has become an Indian and cannot change.

All these actors and many others do well in various role as settle and Indians, under the direction of Herschel Daugherty. But the be performance is given by newcomer Carol Lynley as a young indenture servant girl with whom the hero and has a romance and finally wed Miss Lynley, who is still in her teens, is lovely to look at with her shim mering blonde hair and wide blues eyes, and she shows a promisin acting talent that could take her far.

Running time, 93 minutes. General classification. Release, in July.

RICHARD GERTNE

Conspiracy Case

(*Continued from page* 1)

the same schedule as a closed theatre last February.

The court held that without the evidence of a conspiracy "there is no reason in law why this court should interfere with what appears to be the exercise of sound business judgment on the part of Warner Bros."

Herman Levy, general counsel for Theatre Owners of America, has sent a bulletin to members, saying, "it is dangerous to go beyond these facts and this conclusion by trying to apply the decision to other situations."

He added: "This is quite different from the Milgram (Allentown, Pa.) case, where the court found a conspiracy existed and ordered that the drive-in theatre be given an opportunity to negotiate for first run."

Univ. to Open 'Happy' In Cleveland May 28

Universal's "This Happy Feeling will have its world premiere at th Allen Theatre in Cleveland on Wednesday, May 28. The booking launche a series of key city pre-release date for the Decoration Day weeken starting May 29.

Among other pre-release opening set are at the Oriental in Chicago the Joy in New Orleans; the Fox i St. Louis and the Kentucky in Louisville.

Logan to Moscow

Joshua Logan, who directed th Todd-AO version of Rodgers an Hammerstein's "South Pacific," i visiting Moscow with a print of th film.

Industry Action on Conciliation Still Lagging

lo Reports by lembers of 'OA or Allied

(*Continued from page 1*)

discontinue it. This could be due the fact that, as one distribution cutive pointed out, conciliation ts nothing to maintain or operate cept the time of the participants, st of whom probably would be en- ged in discussions of their problems en if conciliation did not exist.

In fact, a commonly encountered lgment of conciliation is that it has ded little, if anything, to traditional yer-seller relations, which may ac- unt for the minimum use being de of it. Exhibitors with a grievance first, as they always did, to sales- n or branch manager to discuss it. the complaint could not be settled the branch, and was of sufficient nsequence, it went from there to a trict or division head, or even a neral sales manager.

Procedure Changed Very Little

Much the same procedure is fol- ved despite the presence of indus- conciliation. Thus, many com- aints are resolved, as they always re, in buyer-seller conferences thout the assistance of third rties. In fact, many of those inter- ewed believe that more complaints an ever may be settled in this in- rmal method because principals on th sides are reluctant to bring out- lers into their business affairs, or to volve superiors in them. Consequent- they strive harder than ever to find solution lest the complaint end up a formal conciliation case.

Few Records Kept

Efforts to determine just why no rmal or central records of conci- tion are kept proved unsuccessful. ne national exhibitor organization of- ial who was questioned said that a oposal to maintain such records ade during the all-industry arbitra- n conferences from which the con- liation plan emerged was rejected by stribution. No explanation was ven, he claimed. However, one dis- bution source indicated that the nciliation procedure is regarded as th personal and informal and there- re not a proper subject for central public records.

Some Fear the Branch Head

Another national exhibitor official, commenting on the small number conciliation cases, attributed it to hibitor fear of offending branch anagers with whom they already ve discussed a grievance by bring- g in outsiders to help resolve it, here the manager couldn't or ouldn't.

Alex Harrison, 20th Century-Fox distribution head, said he is "proud" of the job the men have done in handling the "few" conciliation cases that have concerned his company. All such were settled on the local level, no case having been appealed to him, he said. He expressed himself as satisfied with its working and would like to see it continued.

One Appealed to Martin

Henry Martin, Universal general sales manager, said there have been only a few conciliation cases involving his company that he has been aware of. All but one of those were resolved on the local level, that one having come to him on appeal. He said he believes conciliation to be worthwhile so long as it can help to resolve any of today's problems and he, too, feels it should be continued.

Charles Boasberg, Warners general sales manager, recalled that he was not a party to the industry arbitration conferences so is not familiar with the thinking that led to the creation of the conciliation system. For that reason, he said, he is unaware of the purpose it serves, "since exhibitors always could talk to sales representatives about their problems." He said Warners has had no more than three or four cases, none of which have come up to the home office.

William J. Heineman, United Artists distribution chief, said he was aware of only a very few cases, none of which have been appealed.

George Weltner of Paramount and Jack Byrne of MGM were out of town and could not be reached for comment.

Cohen Non-Committal

On the exhibition side, Max A. Cohen of Independent Theatre Owners Association, New York, expressed the opinion that branch managers need to be given increased authority to deal with grievances before conciliation can succeed. In the absence of official records of what has been accomplished to date, he said he does not feel qualified to say whether or not it is worth continuing.

Theatre Owners of America headquarters said it had no reports on conciliation cases involving its members. Metropolitan M. P. Theatres Assn. said it does not follow developments because it considers conciliation to be in the realm of trade practices, with which the organization does not concern itself. Allied States officials contacted said they had no current reports on conciliation results, so did not feel qualified to comment.

Typical reports from the field follow.

MINNEAPOLIS:

Little use has been made by upper midwest exhibitors of the industry's conciliation machine in the six months it has been in existence. Only one case has been officially labelled "conciliation" and handed to Minneapolis branch managers. That was an appeal for an adjustment either on clearance or in percentage terms for one theatre. The case was submitted a month ago to all major companies, but there has been no decision.

The area's failure to make wider use of the conciliation plan seems to be based upon the feeling of exhibitors that it offers them nothing they did not have before. They point out that they have always had the right to bring their grievances to branch managers for adjustment and many have continued to do so but have never considered such appeals as conciliation under the definition of the plan adopted last fall.

NEW ORLEANS:

There have been no requests for conciliation in this area, a survey of distributors and exhibitors shows. Asked why, one exhibitor explained that problems have all been settled on the local level in the same way as in the past before the industry adopted the new plan.

DENVER:

This area has still to see its first request for conciliation. Most exhibitors prefer to thrash out the price and terms before they buy and failing in that to get the best adjustment they can after the engagement of the film is over. The exhibitors here say they see no real advantage in the new conciliation machinery since they can presently make adjustments as well as they have in the past. Local branch managers are very willing to sit down and try to work out problems of price, clearance, etc., the exhibitors add.

KANSAS CITY, MO.:

In the six months that conciliation has been in effect it has apparently not even been tested in this territory. In a couple of instances exhibitors indicated to distributors that the machinery might be used but then did not follow through. In each case the problems were solved without resorting to conciliation.

In searching about for reasons why the plan is not being utilized, film circles here have come up with several explanations, including a certain "lethargy" on the part of exhibitors, a feeling that the process might entail too much time and/or expense, and a generally harmonious relationship between the two sides.

DETROIT:

There is still no record here of a single conciliation case, but local exhibitors credit the existence of the system with making it easier to talk over differences with salesmen and branch managers.

For the distributors' attitude on the subject, the following comments by Joseph J. Lee, 20th Century-Fox branch manager, are typical: "While we haven't had a single case, I believe it is important in other sections of the country. It can save much useless litigation and clean up the dockets of the courts. The real reason you can't find anything to report on conciliation in this area is that we have such good relationships with our exhibitors that business has been, and is, conducted in a friendly fashion. Unhappily this does not apply in some other parts of the country."

Sales Heads Here Tell of Few Cases

BALTIMORE:

Members of the Allied Motion Picture Theatre Owners of Maryland have been requested to notify the association of any use of the conciliation machinery. So far none has been reported.

OKLAHOMA CITY:

Leading exhibitors here say no requests for conciliation have been initiated here yet.

MIAMI:

Although conciliation has not been put into formal use here, local exhibitors feel it is worthwhile and that it should be continued.

ATLANTA:

Local film exchanges and representative exhibitors here say they are unaware of any conciliation cases brought since it went into effect last fall. Exhibitors attribute this to the willingness of the exchanges to adjust disputes in as friendly a way as possible.

Cinemiracle Picture Has Bow in Oslo

Special to THE DAILY

OSLO, Apr. 30 (By Air Mail).—"Windjammer," first picture in the Cinemiracle process, had its Norwegian premiere tonight at the Colosseum Theatre in the presence of the entire royal family led by King Olav V and Crown-Prince Harald, representatives of the Cabinet, NATO representatives, and others. Producer Louis de Rochemont was on hand also. The picture is called "Christian Radich" here, after the Norwegian sailing vessel used for the film.

Reception Enthusiastic

Audience reception was extremely enthusiastic, with several burst of applause—something that seldom happens with the restrained Norwegians. Observers also remarked that the picture will be of tremendous publicity value for tourist trade here.

Television Today

Telemovies

(*Continued from page 1*)

that whatever is to be learned about the system has by now been revealed. It is now ending its eighth month.

Most of the distribution executives interviewed said they regarded Telemovies' flat rate charge as one of its major handicaps. They believe the public dislikes paying for programs it either doesn't look at or may not want, and that producers-distributors feel the system is unfair to outstanding film attractions, which are offered together for the one price with routine or indifferent films.

First Month Was Free

Telemovies was started early last September by the Video Circuit of Oklahoma City, the inaugural first month having been a free one. The subscription rate of $9.50 per month was made effective Oct. 1. Subscribers reached a high mark of about 750 in the first flush of nationwide publicity and local curiosity about the system.

By February interest was on the wane, and so were subscribers. The latter hit a low mark of around 300. In the same month, Video reduced the monthly charge to $4.95 and by early March subscribers had increased to 600. At the same time, films were offered on only one channel instead of the previous two, with background music by Muzak on the second channel, and a program of Sunday matinee art films and community antenna service.

Early High Mark Unbroken

Current reports are that since then modest additional gains in subscribers have been made but the old high mark has not been topped.

The sales executives questioned said they will continue to service Bartlesville Telemovies with film.

Said one, "We won't stop selling to Telemovies even though we regard the experimental period as over and the results as decidedly disappointing because we don't want to be accused later on of having been uncooperative. There is no point in laying ourselves open, even at this stage, to any contention that it could have been worked out if film distributors hadn't pulled the rug out from under it. We will go right on servicing Bartlesville, at least for as long as we are asked to."

One Official Still Optimistic

One top sales executive, at least, is known to take a different view. He holds that the results to date are definitely promising and reveal important potentialities for Telemovies. His views are not shared by a majority of distribution executives, however.

Video Circuit contends that the availability of so many old films on free television during the past winter created an unanticipated obstacle to the launching of Telemovies. It also contends that at least a year's trial is needed to determine whether the system is economically feasible.

Release Annual Report On TV Advertising

There were 1,287 television advertisers whose expenditures exceeded $20,000; and 89 invested more than $1 million in 1957, according to the latest Television Bureau of Advertising report of spot television advertising expenditures. TVB's 1957 annual report on national and regional spot TV estimated expenditures is the second in the series and covers the full year. The reporting of estimated spot TV expenditures was inaugurated by the Bureau with the fourth quarter of 1955.

Advertisers invested an estimated $448,734,000 in national and regional spots during 1957, an increase of 12.9 per cent over the $397,606,000 estimated for 1956. An analysis of the time of day during which spot activity occurred and the type of activity employed revealed that "night" received the greatest emphasis with 57.8 per cent of estimated expenditures. "Announcements" proved to be the most important type of activity (44.5 per cent of estimated expenditures).

Conte's Have New Plan To Oppose Toll-TV

From THE DAILY Bureau

LOS ANGELES, May 1—Pay-TV may find serious opposition in a plan offered here by Ruth and John Conte, host and hostess of NBC's "Matinee Theatre," at a special press conference in the Hollywood Brown Derby.

Inspired by mail from viewers anxious to keep "Matinee Theatre" alive after its scheduled "demise" June 27, the Conte's evolved a plan, at the recommendation of more than 10,000 members of the John Conte Clubs around the country, to solicit public subscriptions of one dollar from "Loyal Viewers" in an effort to subsidize the best daytime program on television (according to the annual critics' poll of "Fame") for one year.

A goal of $5,000,000 has been set to absorb complete costs of the daily hour program, which would be presented without sponsor interruptions.

A non-profit organization has already been formed to be known as the Foundation for the Preservation of Matinee Theatre and Other Favorite Television Programs. Ruth Conte and two club members will act as trustees. Beverly Hills P.O. Box 227 will be used as address for the tax deductible donations. A C.P.A. will handle all finances.

REVIEW:

Fort Massacre

Mirisch-U.A.—CinemaScope

THIS FILM, FIRST of the Mirisch Company releases for United Arti with Walter Mirisch listed as producer, is of the genre Western, but w substantial differences which carry it away from and above its gen category. For exhibition values, it offers Joel McCrea, supported by F rest Tucker and John Russell, with McCrea in a rather different cha terization than is unusually to be expected from him. In addition, Cine Scope and DeLuxe color add immeasurably to the effectiveness of rugged western background.

The emphasis, story-wise, is on the deterioration of a man's charac under the stress and strain of enormous and mounting pressure of att and the responsibility of command, a situation which McCrea hand with commendable skill. Joseph M. Newman kept his direction effectiv keyed to the mounting tension and the accumulating pressures on soldier.

In the story, as prepared by Martin N. Goldsmith, McCrea, a sergea is the only one left to command the remnants of a cavalry patrol caug in the wastelands of the west by marauding Apaches some time in 1870s. The small group of men seek to make their way back to the p tection of a fort, but twice are subject to Indian attack. Resentment McCrea mounts and reaches a high point when McCrea, after a succe ful fight with an Indian band, deliberately shoots down an Indian rea to surrender. Only Russell, speaking to him, fully understands that M Crea is driven by blind hate of all Apaches, by reason of the murc of his wife and two children some time before.

The group moves through hostile territory, holes up in an abandon cliff dwelling where they find an old Indian and his granddaughter. T men hide as a band of Indians approach. The Indian girl lies to save t men, but as they are about to leave McCrea cannot resist shooting dov the Indians' leader. The resultant "massacre" leaves no one but the gi her grandfather, McCrea and Russell alive. When the old man, order to go for help, accuses McCrea of causing the massacre, McCrea is abo to shoot him, but is shot himself by Russell.

It is a different approach to an old theme, set in rugged weste country, and made effective by good performances and strong bac grounds.

Running time, 80 minutes. General classification. Release, in May.

CHARLES S. AARONSC

Matthew Fox Corp. May Take Cosmetic Firm

C. & C. Television Corp., in which Matthew M. Fox is associated with William Zeckendorf, chairman of Webb & Knapp, is discussing a deal for acquiring a controlling interest in Hazel Bishop, Inc., a cosmetic firm. The control is now held by Raymond Spector.

C. & C. Television was called C. & C. Super Corp. until last July when it dropped the food products portion of its business. C. & C. has exhibition rights to TV films, including the RKO library, and an option to acquire control of a television exhibition concern from Fox, who has an interest in Skiatron.

Buy Balt. Theatre

BALTIMORE, May 1—The Avenue Theatre here, neighborhood, subsequent-run house, was sold to Rome Theatres. The deal becomes effective May 6. The theatre will close, to reopen May 14, when it will cater to Negro patronage. It was purchased from Jack Whittle, who has long been active in Baltimore amusement enterprises.

Miss Shore, De Forest Honored by the NAB

From THE DAILY Bureau

HOLLYWOOD, May 1 – Dina Shore was tendered a special salu from broadcasting industry at the Na tional Association of Broadcaster management conference luncheon i Biltmore Bowl today, while Dr. Le De Forest was similarly honored b a special engineering luncheon at th neighboring Statler Hotel, to high light the fifth and closing day of th 36th annual convention.

Miss Shore accepted a silver Pau Revere bowl from NAB president Har old Fellows, for the group's persona affection and her contribution to ra dio and TV.

More than 200 delegates availe themselves of the M-G-M studio tou

Jones Rights to Gordo

HOLLYWOOD, May 1 – Ale Gordon has acquired all rights to fil life story of Buck Jones as a high budget feature with the tentative title "Buck Jones, King of the Cowboys." Gordon plans to poll exhibitors fo title suggestions.

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
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Point

VOL. 83, NO. 87 NEW YORK, U.S.A., MONDAY, MAY 5, 1958 TEN CENTS

EDITORIAL

Hoover Repeats

By Sherwin Kane

J. EDGAR HOOVER returned to the public prints again last week for another swipe at what he terms motion picture and television "trash mills" which "spew out celluloid poisoning destroying the impressionable minds of youth."

At least, his inclusion of television in the menace is a gain over his previous denunciation which made films the lone culprit. Perhaps, if there is another outburst from the F.B.I. head, it will be fully accurate and will include sensational newspapers, comics, and a majority of the magazines on the newsstands today.

•

Many in this industry will agree with some of the things that Hoover had to say, even as they pertain to undesirable motion pictures. But they will wish that he had identified each of the films he has seen which he deemed deserving of the strongly condemnatory words he applied to them.

Only by naming the offending films can he contribute anything constructive or significant to the correction of the conditions he deplores.

By naming the pictures, right-minded exhibitors who feel his objections are reasonably well taken, would be reminded of their responsibility, if not in the booking of such pictures, at least in discouraging their patronage by the young. Parents, too, would be reminded of their responsibility in supervising their children's choice of entertainment. The Production Code Administration, if it is involved at all, will be made more alert to what is potentially scandalous screen material, and aroused public opinion would have its inevitable effect on those tempted to produce such pictures.

•

Hoover should realize that this industry cannot police anonymity. And when the courts of the land are as lenient in this area as they are, policing even of specific films is not an easy task.

Meanwhile, Hoover's anonymous broadcasts put an entire industry in a bad light because of the transgressions of a few. That is as unfair as would be a condemnation of the whole F.B.I. because a handful of its agents succumbed to temptation.

AB-PT Films Talking New Distribution Deal

The uncertainty of Republic Pictures' future has complicated arrangements for continued distribution of AB-PT films by that company and discussions are in progress now in an effort to clarify the situation, Sidney M. Markley, AB-PT vice-president, said in reply to reporters' questions at a press conference here on Friday.

The questions were prompted by the progressive closing by Republic of its film exchanges, and by the statement of H. J. Yates, Republic president, to stockholders recently, that he would like to be out of the theatrical film field by July 1.

AB-PT Films' deal to produce on the Republic lot expires next month

(*Continued on page* 6)

Silver Takes Hospital Post for Fifth Year

Moe Silver of Stanley Warner Corp. has accepted for the fifth year the position of national exhibitor chairman of the Will Rogers Memorial Hospital. This completes the national leadership for the year with Alex Harrison of 20th Century-Fox heading the distributor unit.

At the direction of Harrison, Nat

(*Continued on page* 2)

Stellings Urges Test of Earning Power

TOA Proposes Plan To Boost Reissues

Says Rental Income Would Help to Keep Post-1948 Pictures Away from Television

Tests of re-releases have been proposed in a letter to all the major companies by Ernest G. Stellings, president of the Theatre Owners of America, to find out their earning power. This is an effort to prevent the sale of post-1948 product to TV, he explains.

Ernest Stellings

Stellings' proposal is that two of the best films be released each month for two months, with TOA and other exhibitor groups urging theatres to book the pictures to give them the advantage of the most favorable playoff.

"Favorable film rental income would give the distribution chiefs ammunition to hold post-1948 films for theatrical re-release and answer stockholders and directors who propose selling these films to television," Stellings said, "as well as give exhibitors a better understanding of the co-

(*Continued on page* 3)

Marcus, Kirsch to Push 'Militancy' for NCA

Special to THE DAILY

MINNEAPOLIS, May 4.—Ben Marcus of Milwaukee, former president of Allied States Association, and Jack Kirsch of Chicago, president of Illinois ITO, will be featured speakers at the North Central Allied convention Tuesday, May 13, at the Radisson Hotel here, Ted Mann, retiring president, has announced.

Between 150 and 200 upper midwest exhibitors are expected at the session at which the two independent

(*Continued on page* 2)

175 AB-PT Houses Launch Own Exploitation Program

Three contiguous AB-PT Southern circuits representing a total of 175 theatres will set up and specially train their own exploitation teams to help boost the earnings possibilities of product with strong boxoffice potentialities, Sidney M. Markley, AB-PT vice-president, announced at a trade press conference in the company's home office dining room on Friday.

Sidney Markley

The circuits are Florida State Theatres, Interstate Circuit and Paramount Gulf, extending from the Atlantic to New Mexico and from

(*Continued on page* 6)

ITOA Urges Congress End Admissions Tax

Members of the Independent Theatre Owners Association have approved the preparation of a special resolution to be sent to members of the Senate and House urging them to support legislation designed to eliminate the remainder of the Federal excise tax on motion picture admissions.

The action was taken at the group's regular luncheon meeting last

(*Continued on page* 2)

SPG Praises Hoover; Sees Few Violators

From THE DAILY Bureau

HOLLYWOOD, May 4 – Samuel G. Engel, president of the Screen Producers Guild, has issued the following statement regarding J. Edgar Hoover's statement on the effect of motion picture and television on juvenile delinquency in United States:

"Mr. Hoover's charges against a

(*Continued on page* 6)

Television Today

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal pictures, returned to New York over the weekend from Hollywood.

•

SPYROS P. SKOURAS, president of 20th Century-Fox, will return to New York today from Europe.

•

SAMUEL GOLDWYN, Jr., will arrive here today from the Coast.

•

SIDNEY JACKSON, British exhibitor, returned to London on Friday from New York via B.O.A.C.

•

JERRY LEWIS will return to Hollywood today from London.

•

STUART SCHULBERG, producer, and BUDD SCHULBERG, writer, returned to Hollywood over the weekend from New York.

•

ARTHUR FREED, producer, and VINCENTE MINELLI, director, will arrive in New York today from Hollywood.

•

MRS. TED SPIEGEL has given birth to her second daughter, RANDI SUE. SPIEGEL is a member of the publicity staff at Columbia International.

Montague, Jaffe Go to Hollywood for Meetings

Columbia's executive vice-president A. Montague, and Leo Jaffe, first vice-president and treasurer, left here at the weekend for Hollywood, where they will join president Abe Schneider, vice-president Paul N. Lazarus, Jr., and studio officials in conferences on the upcoming production program.

Rank Films in Pitt.

The Rank Organization's "Robbery Under Arms" and "Hell Drivers" will have their American premieres, starting on May 11, as part of a Pittsburgh territory multiple. Participating will be the Stanley Warner Theatres and Cooperative Pittsburgh theatre circuits.

Mature Picks 'Escape'

HOLLYWOOD, May 4 – Norman Corwin's original screenplay, "Escape from Andersonville" has been selected by Victor Mature for his first major production under his newly-activitated company for United Artists release.

'Ten North' Director Sees Code a Guide

By FLOYD STONE

Phillip Dunne writes and directs pictures such as "Ten North Frederick" as a craftsman, and as such a purveyor of what he and the author believe the public will like. He doesn't feel nor necessarily heed the pressure groups and in fact finds the industry's own Code a guide and a help. He said this Friday at the 20th-Fox home office before leaving for field work in Cambridge on his next, "The Hell Raisers."

He believes public taste is variable according to the epoch—not necessarily always progressing towards the sexual or the physical. The other night, he said, he saw a picture 20 years old in which certain actions made people gasp. He does find the Code has relaxed, in his estimation quite precisely sensing the times, in its emphasis on moral judgment. He insists the Code merely reflects public taste, and he feels he knows public taste. At a preview during a passionate scene he sensed disapproval not from written cards but from scraps of conversation and the atmosphere, and he has cut two minutes. In dealing with the Code, he has found he merely has had to point out that an author, in this instance O'Hara, has integrity, has something to say, knows his people and their lives, and has created literature.

Dislikes California

He wishes producers would take their previews away from sunny California: audiences have become conditioned.

He believes in the big studio, and that is why he remains a contract director.

He says Fox has a busy lot, and hence a happy one; technicians who don't work, or work sporadically leave for television.

He added he hopes M-G-M under Sol Siegel reconstitutes a similar scene.

He sees industry fortunes as cyclical: some people always have wet handkerchiefs. Theatres which have what people want will remain, and always will have enchantment.

Welcomes 'Challenge'

He wants to, and feels the industry should, make pictures which are different, a challenge. Let TV make the easy ones.

Trade papers, he suggested, may help. Instead of noticing the little gimmick in an otherwise safe little picture, they should examine and at least credit the one with many differences.

He never has an opinion about anything he has done but admits to reading the reviews.

ITOA Urges

(*Continued from page* 1)

week at which also nominations were made for officers and directors for the ensuing year. Officer nominees were as follows: Harry Brandt, president; Max A. Cohen, first vice-president; William Namenson, second vice-president; Julius Sanders, third vice-president; Norman Leff, fourth vice-president; Leon Rosenblatt, treasurer; Edith Marshall, secretary; and John C. Bolte, Jr., sergeant-at-arms.

Directors nominated for the 17 places on the board include Felix Bilgrey, Samuel Einhorn, Sam Freedman, Bob Goldblatt, Mrs. Moe Goldman, Sidney Gottlieb, Al Greene, Jack Hattem, Jack Heyman, Ben Knobel, Larry Kurtis, Murray LeBoss, Mrs. Abe Leff, Howard Lesser, Martin Levine, Al Margolies, Stewart Marshall, Melvin Miller, Irving Renner, Ray Rhone, Jack Rochelle, Tom Rodgers, Murray Schoen, Robert Seltzer.

Wants Speedy Payments

Members were urged by president Brandt to forward their pledges, together with checks, to the Council of Motion Picture Organizations without delay in order to speed the business building campaign.

New members of the association are Sam Horwitz, operating the Mermaid Theatre in Brooklyn, and Jack Rosenbaum, Ogden Theatre, Bronx.

Harry J. Allen Dies; Was Canadian Pioneer

Special to THE DAILY

TORONTO, May 4.—Harry J. Allen, 66, motion picture distributor, died suddenly at his home here late last week.

Allen was a pioneer in the Canadian motion picture business, having come from Bradford, Pa., to Calgary, Alberta, in 1912, where he became associated with Jule Allen and the late J. J. Allen. With them he operated the Allen Theatres out of Calgary.

From 1915 on he was managing director in Western Canada of the Allen Theatres, being responsible for construction of theatres in key cities of Canada from Fort William West. These include Vancouver, Calgary, Moose Jaw, Regina, Saskatoon, Medicine Hat and Edmonton.

During World War 1 he made an important contribution to the war effort through donation of his theatres to the government. Subsequently to his connection with the Allen Theatres he introduced foreign films to the mass audience in Canada together with the finest British and U.S. films.

Allen was actively associated with the motion picture business up until his death.

Figures Cross Up Public's 'Selectivity'

Is the motion picture audie actually as "selective" in its film p ferences as the industry says? Mo Goldstein, Allied Artists general sa manager, sometimes wonders.

Especially when he looks at t potent figures racked up by A "Macabre," as contrasted with t tepid ones turned in by AA's rec high quality "Love in the Afternoo

Marcus, Kirsch

(*Continued from page* 1)

exhibitor stalwarts will stress t need for the Allied brand of "mi tancy"—both at the local and natio levels—in an effort to breathe new l into the regional NCA organizati

High on the NCA conventi agenda will be the election of a ne president to succeed Mann, w has declined to accept a new term b cause of business pressure. Choice the NCA board for the office is Fra Mantzke, president of Northw Theatres, Inc., a Minneapolis buyi and booking combine.

To Ignore B-B Drive

From the tentative program a nounced this week, the NCA leade will not touch on business-buildi programs such as the one present two months ago by the Northwe Theatre Owners. Business-Buildi Forum. Instead, NCA will concentra on problems immediately confronti the theatremen.

Stanley Kane, executive couns will outline a comprehensive "gra roots" campaign against daylight sa ing time and will also join Marcus i a discussion on the bingo problem.

Other subjects to be brought befo the convention are unreasonable fil rental terms and the problem of ser ice following the closing of branc exchanges.

Silver Takes Post

(*Continued from page* 1)

Rosen of 20th Century-Fox has bee appointed co-chairman of the distri bution committee in the Pittsburg exchange area to cooperate with th present chairman, F. J. Guehl of Uni versal-International.

The Silver-Harrison team has be gun action on the hospital's majo health program for 1958, that of con ducting a chest-check survey of th entire amusement industry. Unde this plan employees will be offered chest examinations, using the facilities and technicians of the National Tuberculosis Association, its affiliates, and local and state health departments across the country. No charge will be made to hospital or employee.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Samuel Goldwyn, Jr., tomorrow will receive the "Man and Boy Award" of the Boys Clubs of America as a feature of the national convention now being held in Atlantic City.

◆

Dr. Allen B. Du Mont, chairman of the board of Allen B. Du Mont Laboratories, has received the award of "Engineer of the Year" from the New Jersey Society of Professional Engineers.

◆

Judy Nathanson, daughter of Mort Nathanson, United Artists publicity manager, has won a New York State Regents scholarship and will enter Cornell University in the fall.

◆

Dr. Leon J. Warshaw, medical director of Paramount Pictures and United Artists, has been made a Fellow of the American College of Physicians.

◆

Harold L. Spero, formerly national sales director of United Motion Picture Organization, has joined President Films, Inc., as an executive member of the corporation.

◆

Robert L. Lippert, Jr., manager of the La Habra (Calif.) Theatre, has been elected to a four-year term on the La Habra City Council.

◆

Dick Weaver, publicist, has been engaged by M-G-M for a special assignment for the New York run of "Gigi," which will open at the Royale Theatre on May 15.

◆

Emerson Foote has resigned as chairman of the board of Geyer Advertising, Inc., and has returned to McCann-Erickson, Inc., as a director, senior vice-president and member of the operations committee.

'U' Streamlining Its Exchange in Memphis

Special to THE DAILY

MEMPHIS, May 4.—Universal Pictures announced at the weekend it is streamlining its exchange operation here, with accounting and other paper work being transferred to St. Louis. Booking, sales and shipping will continue to be handled locally, according to Bob Carpenter, branch manager. The change reduces the Memphis office force by six employees.

Meanwhile, the closing of Warner Bros.' local exchange has been completed. All operations have been transferred to New Orleans. Joe Young, branch manager, remains here. Office manager Charlie Jones and booker Bill Boyd have moved to New Orleans. Shipping of films will be handled locally by Memphis Film Service, which has hired three former WB employees.

TOA Would Boost Reissues

(*Continued from page 1*)

operation they would have to give to distributors to keep post-1948 films in theatrical channels."

Good results also would have a positive bearing on the TOA proposal that all exhibitors set up a trust fund which would buy post-1948 features from distributors to keep them off television, paying for them with a small down payment, and issuing bonds for the balance which would be amortized by rental income, Stellings asserts.

Seven Majors Contacted

The letters were addressed to the heads of Allied Artists, Columbia, Loew's, Paramount, 20th Century-Fox, United Artists, Universal and Warner Brothers.

In his communication Stellings wrote: "This would give you and other distributors revenue from old product in such size and amounts that could enable you to say to any stockholder or director interested in selling post-1948 films, 'We are getting a good price from exhibitors on these films and good revenue, without letting these pictures get on TV where they would reduce our income from current releases.'

"This would also give exhibitors a better idea of what they would have to do in order to do their part in keeping post-1948 films off TV.

Called Timely Now

"The program might be particularly propitious for this time of year, especially for the multiple run areas. TOA might also be helpful if you desire, in helping to select pictures in your library best suited, from exhibition's point of view, for such a test.

"I will look forward to hearing from you, and if you feel the plan has merit, I will make myself available to discuss it further with you."

Commonwealth Takes Five Wooten Drive-Ins

KANSAS CITY, Mo., May 4.—Commonwealth Theatres has acquired five drive-in theatres in Kansas from Jay Wooten, Elmer Rhoden, Jr., president of Commonwealth, announced here. Final details of the take-over, which is effective today, were concluded recently in Huchinson, Kan., by Dick Orear, Commonwealth executive vice-president.

The Commonwealth circuit, with the addition of the Wooten theatres, now consists of 56 indoor theatres and 48 drive-ins, for a total of 104 theatre properties.

The Wooten theatres acquired include the Ayr-Vue and Southutch in Hutchinson; the Ark-Vue and 166 in Arkansas City, Kan., and the Great Western in Liberal, Kan.

Orear has announced that Wooten will join the Commonwealth executive staff immediately to assume responsibility for a third district of theatres in the company. The circuit has been operating previously with two districts handled by Roy Tucker and Doug Lightner, who continue in their posts.

600 Dates for 'Road'

A 600-date Southern territorial booking for DRM's "Thunder Road" will be launched on Friday in a gala regional premiere at the Imperial Theatre in Asheville, N. C. The multiple dating program for the United Artists release will extend through the Charlotte, Atlanta, New Orleans and Dallas territories.

'Gigi' Boxoffice Open

Reserved seats for the performances of M-G-M's "Gigi" at the Royale Theatre here go on sale today. The picture opens on May 15. Mail order advance ticket sale has passed the $35,000 mark, according to the company.

Strong Caravan Is in Kansas City, Mo. Today

The "Strong Caravan of Light" has been booked for demonstrations today at the Heart Drive-In Theatre in Kansas City, Mo., and on Wednesday at the Holiday Drive-In Theatre in St. Louis.

The "Light Caravan" is comprised of a large truck which is fully equipped as a mobile projection room. It is manned by an all-IA projection staff, headed by Ray Shuff of Local 228. The national tour is now in its second month.

Caravan equipment includes a motion picture projector, the new "blown" arc lamp, complete power conversion transformers, rectifiers and water-cooling unit.

Atlanta WOMPI Names New Officers for '58

Special to THE DAILY

ATLANTA, May 4.—Helene Grovensteen was elected president of the Atlanta chapter of the Women of the Motion Picture Industry for the 1958-59 term of office at their meeting held at the Atlanta Variety Club.

Other officers elected were Jean Mullis, first vice- president; Polly Puckett, second vice-president; Ray Collins, recording secretary; Dorothy Southerland, corresponding secretary; Hilda Knight, treasurer; and to the board of directors for a two-year term, Edythe Bryant and Juanta Elwell; one-year term, Lois Cone and Bertha Fish.

Javits Heads 'Ten' Bow

United States Senator Jacob Javits has accepted the committee chairmanship for the May 22 benefit premiere of 20th Century-Fox's "Ten North Frederick," to be held at the Paramount Theatre here under the auspices of the National Conference of Christians and Jews.

. . . NEWS ROUNDUP

Manson in Cinerama Ad Post

Arthur Manson has been named national director of advertising and publicity for Cinerama. He was formerly in charge of publicity in Pittsburgh and Cleveland. In his new post he succeeds Everett C. Callow, now assistant zone manager for Stanley Warner's newly-combined Philadelphia-Washington zone.

◆

Wald Receives 'Anvil' Award

Jerry Wald on Friday received the Silver Anvil Award of the American Public Relations Association on behalf of the Academy of Motion Picture Arts and Sciences. Presentation was made at a luncheon in Wald's honor at the Waldorf-Astoria here.

◆

To Make 'Anatomy' Film

Otto Preminger announced at the weekend acquisition of screen rights to the best-selling novel "Anatomy of a Murder" by Robert Travers. The picture will be released by Columbia under a two-film financing distribution agreement with Preminger's Carlyle Productions. The other will be based on Pierre Boulle's new novel, "Ways of Salvation."

◆

Puccini to Be Honored

The Centenary of the birth of Giacomo Puccini will be observed by the American premiere of the new film version of "Tosca," famous Puccini opera, produced in CinemaScope and Eastman color at Cinecitta Studios in Rome and distributed here by Casalaro-Giglio Film Distributing Co. The premiere here will be held in the spring or early summer.

◆

Will Distribute 'Bergere'

The American distribution rights to the recently-imported French film, "Folies Bergere," have been acquired by Films Around the World, Inc., of New York. An early premiere is planned.

◆

Alexander to Buena Vista

John Alexander, formerly with Republic Pictures, has joined Buena Vista as sales representative in the Cincinnati area under Ted Levy, East-Central district manager.

◆

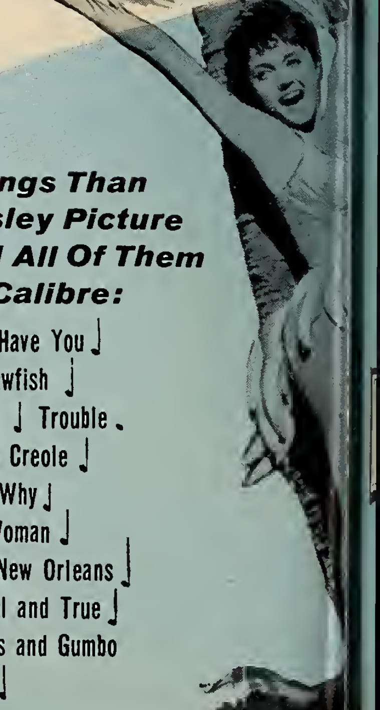
Alabama House Rebuilt

The Cinema, formerly the Princess Theatre, in Florence, Ala., which was burned last summer, has been reopened with new seats, carpeting, marquee and lobby.

ELVIS PR
IS YOUR
FOR JUL

got all the Pre
great dramatic
story, a bigger
will top by a wi

YOUR
BOXOFFICE
DESERVES
THE
BIGGEST
FOR SUMMER'S
BIGGEST
HOLIDAY!



More Songs Than Any Presley Picture Yet—And All Of Them Top-Hit Calibre:

As Long As I Have You ♩
Banana ♩ Crawfish ♩
Dixieland Rock ♩ Trouble ♩
Danny ♩ King Creole ♩
Don't Ask Me Why ♩
Hard Headed Woman ♩
Lover Doll ♩ New Orleans ♩
Steadfast, Loyal and True ♩
Turtles, Berries and Gumbo
Young Dreams ♩

LEY'S NEW PICTURE

AR-SPANGLED BLOCKBUSTER

TH!

It's the top Presley show ever because it's
singing magic—with something new added: a
ormance by young America's idol. A stronger
a greater Presley all indicate that this attraction
rgin the terrific business he's done before!

PARAMOUNT PRESENTS

ELVIS PRESLEY

IN

A HAL WALLIS PRODUCTION

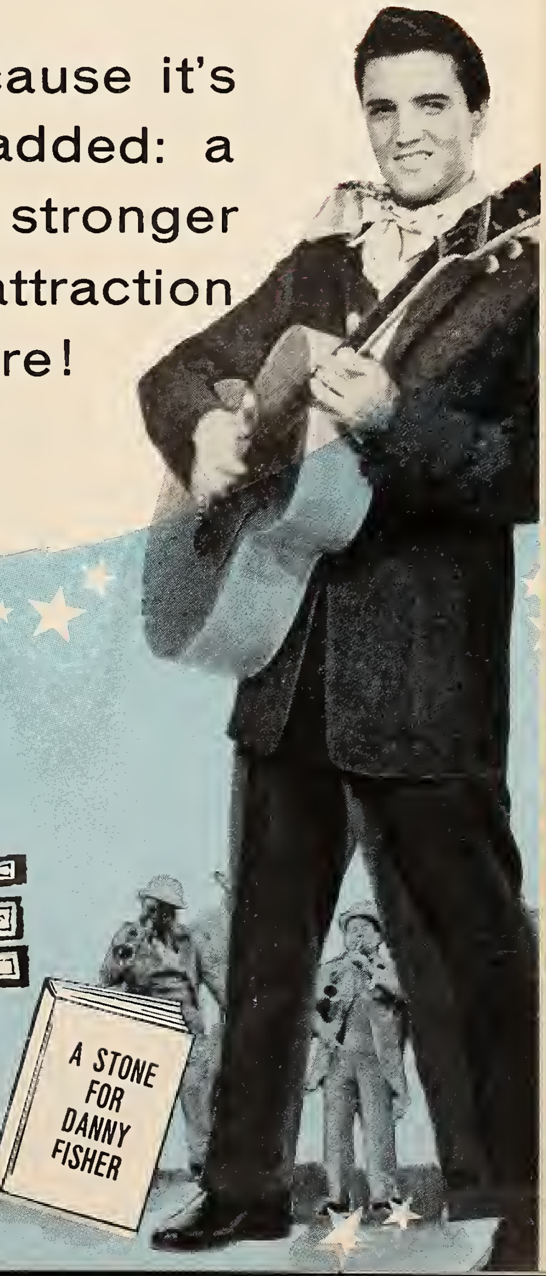
KING CREOLE

Co-starring

CAROLYN **JONES** · WALTER **MATTHAU** · DOLORES **HART** · DEAN **JAGGER** · LILIANE **MONTEVECCHI** · VIC **MORROW**

with PAUL **STEWART**

Directed by **MICHAEL CURTIZ** · Screenplay by **HERBERT BAKER** and **MICHAEL VINCENTE GAZZO**


A STONE FOR DANNY FISHER

AB-PT Houses

(*Continued from page* 1)

the Gulf to Georgia, northern Alabama, southern Tennessee and Arkansas, Oklahoma and Colorado. The pictures on which the new theatre exploitation force will be started are Paramount's "Hot Spell" and 20th Century-Fox's "From Hell to Texas" which will be playing in the three circuits simultaneously.

The exploitation teams subsequently will concentrate their efforts on specific pictures that will be exhibited in their respective circuits. A meeting of the representatives of the three circuits and the new exploitation teams is being held in New Orleans today and tomorrow to launch the program. Markley will attend and preside, with officials of the three circuits also present.

The regional circuits making up AB-PT nationally operate autonomously, and as of the moment the theatre exploitation program is confined to the three circuits named. However, Markley said AB-PT is hopeful that the move will be followed not only by other AB-PT circuits but by non-AB-PT operations also.

'One Job to Do'

"Aggressive merchandising by exhibitors is extremely vital today," he said "With this program we expect to supplement the merchandising and exploitation activities now done by distributors and ourselves. These exploitation people have only one job to do, that is, to get the fullest return out of a picture."

Markley explained the new exploitation teams will consist of about 50 per cent of newly trained personnel, college graduates and other promising new workers, and 50 per cent of currently employed theatre personnel who will be reassigned, full time, to the exploitation program. It will not replace any exploitation work already being done, by theatre or distributor, Markley said.

Sees Small Towns Neglected

He pointed out that there is a great need for such depth coverage, a need born of the often-stated proposition in the industry that 70 per cent of the grosses are derived from 30 per cent of the potential playdates. This indicates, he said, a great emphasis in selling in the key towns, with efforts running toward the routine in smaller situations.

Admitting that the intensive effort generated by the exploitation teams will even further enhance the grosses in the keys, Markley said it should be apparent that the principal difference will be felt in the smaller situations so long neglected by distributors who have felt the returns obtainable were never of sufficient scope to justify personalized efforts.

He said no consideration in the area of film terms is involved in the new program "except as the effectiveness of the exploitation succeeds in realizing higher grosses."

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AB-PT Film Deal

(*Continued from page* 1)

and a decision on a move there is expected also in the near future. Markley said studio space rental is no problem in Hollywood today and also observed that Republic's facilities appear to be better adapted to television film production than to theatrical films. Stage space is comparatively small, he said.

Comments on Hansen View

Asked whether he regarded anti-trust chief Victor R. Hansen's recent statement that the Justice Department believed anti-trust considerations are involved in film production by divorced circuits without a waiver by them of pre-emptive rights to the films was not a threat to AB-PT's production activities, Markley replied: "Before we began production we advised the Justice Department fully of our plans and position. It seems to me that if they saw anything wrong in what we are doing, that would have been the time to act."

Asked to comment on F.B.I. chief J. Edgar Hoover's criticisms of gangster films as contributors to juvenile delinquency, Markley said he felt other media such as lurid comics, pulp magazines and the like, which were not mentioned by Hoover, were worse offenders than films.

Reports Attendance Up

Theatre attendance, he reported, is continuing to hold up, sustaining the gains it has made since the first of the year.

He said the AB-PT management approves contributions to the industry business-building campaign fund but that action on such payments are entirely up to each autonomous circuit.

SPG Lauds Hoover

(*Continued from page* 1)

few unscrupulous individuals in the TV and motion picture industries who have made pictures glorifying violence, corruption and criminal activities, merits high praise.

The vast majorities of men and women of Hollywood who are engaged in creating films for theatrical consumption, deplore presence in their midst of this fringe group of frenzies, fly-by-night operators.

"We join with Mr. Hoover in condemning their irresponsible and unethical practices.

"In posting a warning signal for them to cease marketing films which ridicule decency and lawfulness, by portraying criminals as heroes for youth to idolize, Mr. Hoover has again rendered his country another great public service."

Television Today

Holden Named Prod. Mgr. for CBS Programs

Charles Holden has been appointed production manager for CBS Television Network Programs, New York, it was announced by Hubbell Robinson, Jr., executive vice-president in charge of network programs. Holden is at present production manager of live network programs in Hollywood. In his new post he will report to Robert Milford, general manager of CBS Television Network Program Department, New York.

Holden has been with CBS since 1941 and has held various production positions with the network. At one time he held the post of production manager for the American Broadcasting Co.

Toronto Firm Has New Co-op Production Plan

Special to THE DAILY

TORONTO, May 4 – A plan for co-operative production of filmed programs by television stations has emerged from a proposal by Meridian Films, Ltd., here for the marketing of their series of musicals entitled "Main Street Jamboree."

Meridian has offered the series on an outright sale basis to all U.S. television stations. Participating stations would purchase the films in groups of 13 shows for a flat figure, calculated on their rate cards, and would own the series outright. All talent payments would be made before the sale, leaving no residuals for the stations in respect of talent or music. A screening print is now being shown to television stations and their booking agents.

IA-FPA Talks Continue Despite Strike Order

Representatives of the East Coa Council, IATSE, and the Film Pr ducers Association of New York w re-convene at the Hotel Astor he today in an effort to reach an agre ment in the matter of jurisdiction ov the use of video tape. The meetin will be held in a strike atmospher since the IA council on Friday i structed officers of all locals not t report for work this morning.

The FPA, in a telegram sent o Friday to Richard F. Walsh, presider of the IATSE, characterized the strik call as illegal, emphasized its belie that the matter of video tape use i covered in the present basic agree ment and reiterated its willingness t continue negotiations for an amicabl settlement of the dispute.

Trend of Network TV Audience Going Up

The trend of network televisio program audiences continues upward with the first quarter of 1958 showin an 11 per cent increase in the averag evening program audience and a 1 per cent jump in the average day time audience, according to the Tele vision Bureau of Advertising repor issued at the weekend.

TvB's report again verifies the con stant upward trend, with the 195 first quarter report setting new recor highs. Average weekday program reached 542,000 more homes pe broadcast than in 1957; and the average increase for evening program was 751,000 homes.

D-J Says Police Laud Hoover Film View

From THE DAILY Bureau

WASHINGTON, May 4 – Justice Department officials on Friday said FBI chief J. Edgar Hoover was receiving "applauding" wires from police officials throughout the country for his attacks on recent trends in crime films and TV shows.

Justice officials cited a report by the California Citizens Advisory Committee on juvenile violence, stating that continually mounting violence by youthful offenders results at least in part from "the emphasis placed on crime in the mass media."

The committee report said that films portraying crimes in detail provided youngsters with "how-to-do-it" crime kits.

'Vikings' LP Set

The soundtrack of Kirk Douglas' United Artists film, "The Vikings," will be released as an LP album by United Artists Records. The score was written by Mario Nascimbene.

TOA Urges Support of Film Made by AB-PT

Theatre Owners of America urges all its members to book and support "Eighteen and Anxious," current release of American Broadcasting-Paramount Theatres, so that company "will continue to make more pictures and bigger pictures."

In its current bulletin, TOA calls the film "a concrete example of an ex-affiliated circuit making films to help ease the product shortage" and adds, "it behooves all exhibitors to book and support this attraction." The picture was originally distributed by Republic, and the bulletin says AB-PT "is ironing out the problems occasioned by closing of Republic exchanges."

Reinstates Art Films

BALTIMORE, May 4–The Little Theatre, Baltimore's oldest art motion picture house, is reinstating its policy of art films after a period of re-releases and some double features. The opening attraction under the new set-up is "The Bolshoi Ballet."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 83, NO. 88 NEW YORK, U.S.A., TUESDAY, MAY 6, 1958 TEN CENTS

bservers Say:

'OA Reissue 'lan Worth Looking Into'

ee Possibility of npressive Grosses

A cross-section of exhibitors and stributors queried yesterday on their inions of the Theatre Owners of nerica proposal designed to help ep post-1948 film libraries from levision said they believed the plan d merit and was worth looking into.

The proposal, broached by Ernest Stellings, TOA president, to heads eight national distribution comanies suggested that several comanies reissue two top-flight pictures month for a two-month period, ith TOA and possibly other exhibitor ganizations encouraging theatre vners to book and exploit the pictres to the limit. TOA officials hope at the revenue accruing to the re-

(*Continued on page* 2)

ox Sets 11 Pictures or Summer Festival

Twentieth Century-Fox will release 1 major CinemaScope productions uring the annual New York Summer estival, headed by its Memorial Day resentation, "Ten North Frederick," hich will open here May 22 at the

(*Continued on page* 5)

eport 'Ten' Gross t $1,294,000 Here

"The Ten Commandments" grossed "spectacular" $1,294,000 in the first 1 theatres in the New York metroolitan area to play it after its 70-eek engagement at the Criterion heatre on Broadway, which ended

(*Continued on page* 4)

Television Today Page 5

Drive-In Owners of Akron Launch Business Campaign

Special to THE DAILY

AKRON, Ohio, May 5—Owners of drive-in theatres in this area have launched a large radio advertising campaign aimed at increasing business this summer.

The plan calls for the use of radio spots on a daily all-day basis with ten-second breaks from 6 A.M. to 6 P.M. This will be supplemented by TV announcements on weekends.

In addition the group has organized a "bumper strip" club. Automobile owners will be supplied with a bumper strip equipped so the names of the various drive-ins can be inserted in rotating fashion. A car bearing the strip with the name of a certain theatre will be admitted to that drive-in without charge.

The group is also sending free tickets to parents of newly born babies inviting them to enjoy their first outing at the drive-ins.

Participants are the East Auto Drive-In, Talmade; Gala Drive-In, Sawyerwood; Blue Sky Drive-In,

(*Continued on page* 4)

Cinerama, Inc. Meet Set To Elect Five Directors

Cinerama, Inc., will hold a special stockholders meeting at its executive offices here on May 28 instead of its regular annual meeting, shareholders were advised in a proxy notice issued yesterday. Purpose of the meeting will be to elect five directors to the board and approve employee restricted stock options.

The director nominees are Hazard

(*Continued on page* 2)

David Picker Named Asst. to Youngstein

David V. Picker

The appointment of David V. Picker as his executive assistant was announced yesterday by Max E. Youngstein, vice-president of United Artists. Picker, who joined UA in January, 1956, as sales-promotion liaison representative, takes over his new post at the home office immediately.

A third-generation member of a noted film industry family, his father is Eugene Picker, vice-president of Loew's Theatres. His grandfather, David V. Picker, was a pio-

(*Continued on page* 5)

FPA, IATSE Reach Settlement on Strike

Representatives of the Film Producers Association of New York and the IATSE have reached a settlement on union jurisdiction over video tape. Full agreement in principle was reached in a meeting yesterday morning attended by Richard Walsh, IA president, who called off the one-day

(*Continued on page* 5)

Big City Admission Prices Continue Up

From THE DAILY Bureau

WASHINGTON, May 5.—Big city admission prices continued to climb during the first quarter of 1958, according to the Bureau of Labor Statistics.

The bureau's index has been climb-

(*Continued on page* 5)

N. Y. Times Features Broadway Film Changes

Following its front-page treatment of the Hollywood-AFL Film Council "downbeat" report on the status of the motion picture industry in April, "The New York Times" yesterday published an article devoted to the other side of the story.

Also on page one, the article, entitled "Adult Films, New Comfort Revive City's Moviegoing," was written by Milton Esterow. It dealt with changes in the exhibition pattern on Broadway and the East Side, discussing such aspects as the opening of pictures simultaneously on both sides of town and the growth of two-a-day film attractions.

No Damages

Loew's Int'l. Wins Bank of America Suit

Federal Jury Finds No Lack of Distributor Effort

A jury in New York Federal Court at the weekend brought in a verdict in favor of Loew's International in a suit by the Bank of America which charged inadequate and unequal distribution of a group of Enterprise films in foreign territories.

Federal Judge Archie O. Dawson denied a motion by the plaintiff to set aside the verdict. He had previously charged the jury that an inadequate distribution could not be established from results only; there must be affirmative evidence of lack of effort.

Louis Nizer and Paul Martinson of Phillips, Nizer, Benjamin & Krim, represented Loew's International and Schwartz & Frolich, the plaintiff, Bank of America.

The Bank sought approximately

(*Continued on page* 3)

'U' Books Four Films At Mayfair Here

Universal Pictures and management of the Mayfair Theatre here yesterday jointly announced conclusion of a booking arrangement on four of the film company's most important productions for the coming months. The deal was disclosed by Henry H. Mar-

(*Continued on page* 4)

Jack Greenberg Named NSS Sales Head in N. Y.

Jack Greenberg, who has been associated with National Screen Service since 1947, has been appointed to the newly created position of sales manager of the New York exchange for NSS, effective immediately, it was announced by Burton E. Robbins, vice-president in charge of sales.

Greenberg started with the company as a salesman in the Des Moines branch and was later transferred to Minneapolis where he was on the sales force for nine years.

PERSONAL MENTION

RUBE JACKTER, Columbia Pictures general sales manager, and MRS. JACKTER will leave here today aboard the "Independence" for an 18-day cruise of the Mediterranean.

•

SOL HANDWERGER, M-G-M Records exploitation and promotion manager, will leave New York today for Chicago.

•

DAVID LEVIN, film commentator of the "London Daily Express," has arrived in New York from England via B.O.A.C.

•

ORTON HICKS, M-G-M executive, will be in Washington tomorrow from New York.

•

PADDY CHAYEFSKY will leave New York today for Washington and Baltimore.

•

CY LANGLOIS, president of Langlois Filmusic, and TED ROSEEN vice-president, returned to New York yesterday from the Coast.

Academy Will Elect 14 Board Members

From THE DAILY Bureau

HOLLYWOOD, May 5.–The slate of nominees from which 14 members will be elected to the 1958-59 board of governors of the Academy of Motion Picture Arts & Sciences has been announced by George Seaton, president. At the same time, Seaton, nominee of the writers branch, reaffirmed his decision of a year ago not to be a candidate to succeed himself as president if elected to the board.

Seaton has served three years as president, and he said his decision was dictated by the pressure of his increasingly heavy production schedule. One nominee from each of the Academy's 13 branches will be elected for a two-year term. A second nominee will be elected this year from the music branch to fill the vacancy created by the resignation of Robert Emmett Dolan.

SEG Officers Reelected

HOLLYWOOD, May 5–The entire administration slate of candidates, in the annual election of officers and members of board of directors of the Screen Extras Guild, were re-elected, it was announced tonight by executive secretary H. O'Neil Shanks.

Reissue Plan

(*Continued from page 1*)

releases would be of sufficient volume to provide company heads with a solid argument against the sale of further backlogs to TV in the event stockholder pressure for such sales is brought to bear.

Most of those contacted asked not to be quoted, explaining that the plan as released to the trade press by TOA left many questions unanswered, permitting only an incomplete understanding of it that made appraisal and comment unreliable. However, the consensus was that if distributors selected the right type of re-releases and if exhibitors gave the films good bookings and promotion, there was little doubt but what the resultant grosses could be impressive.

Quality Unimportant to TV

"Under such conditions," one said, "we all know that theatres can throw off more money than could be obtained from television for the same pictures. But what about all the less desirable films in the vaults? Theatres don't want them and television does."

Exhibitors generally said they regarded any plan that might keep post-1948 films from television as worth trying.

"I'm sure most exhibitors would cooperate," said one. "I hope TOA pursues the idea further."

Ask Justice Consider ASCAP Trust Action

From THE DAILY Bureau

WASHINGTON, May 5.–A House Small Business Subcommittee said it had called on the Justice Department to consider what action, if any, was needed, to tighten up the 1950 anti-trust consent decree against the American Society of Composers, Authors and Publishers.

The subcommittee, headed by Rep. Roosevelt (D., Calif.), recently completed hearings on complaints against ASCAP by some ASCAP members. It revealed it had unanimously approved a report on the hearings, but declined to make the report public until later in the week.

In the meantime, it said, it has made its hearings available to Justice, with the recommendation that the Department "to the fullest extent consistent with law, take such action, if any be required, to effectuate the terms and spirits of the Consent Decree of March 14, 1950."

The subcommittee's hearings heard small publishers and composers complain about the voting system used by ASCAP, the formulae for disbursing royalties, and grievance procedures. All these issues, the subcommittee said, are "directly or indirectly" within the scope of the consent decree.

Cinerama Inc. Stock Is Listed on Exchange

Common stock of Cinerama, Inc., has been approved for listing on the American Stock Exchange and trading began yesterday at 11 A.M. The stock opened at 1¾ and closed at the same level.

The ticker symbol of the corporation will be CNM.

Directors Vote 30-Day Time Limit on Strike

From THE DAILY Bureau

HOLLYWOOD, May 5 – Members of the Screen Directors Guild voted at the weekend to authorize a strike against motion picture and television film producers unless the latter agree to renew contract negotiations on the basis of demands which the producers rejected April 25. A 30-day time limit was established to reach a settlement.

The meeting at which the strike was authorized was attended by about 750 directors and assistant directors at guild headquarters here. Total membership is about 1,100. The old contract made in 1954 expired March 13, and the terms were extended to cover the negotiation period.

No 'Personal Service' Pacts

The guild members also adopted a resolution which declares that no member "shall sign a personal service contract from now on without first submitting same to the guild."

The principal points of dispute involve TV film production. The directors agreed in their final proposals to the producers' request not to increase the wage base "unduly" at this time. However, the directors asked that additional time, now assertedly being given free toward preparations for filming, be guaranteed and paid for by the producers. This would have resulted in substantially raising the approximately 5 per cent across-the-board offer contained in the producers' last proposals.

The directors contend they could increase quality of filmed television with more time to work on the shows.

Dudley Here with Print

HOLLYWOOD, May 5–Carl Dudley left here by plane tonight for New York with a print of the latest Cinerama production, "South Seas Adventure," for viewing by home office executives and Si Fabian, head of Stanley-Warner theatres.

Dudley will go to Washington Wednesday for talks at the State Department before leaving for Moscow the following day to investigate the possibility of shooting sequences there for another Cinerama presentation.

Cinerama Mee

(*Continued from page 1*)

E. Reeves, Wentworth D. Fling, Ha ry M. Kalmine, Edward V. Otis, a Arthur M. Rosen. All are present directors, except Rosen, who is exec tive assistant to the first vice-pre dent of Stanley Warner Corp. a Stanley Warner Cinerama.

Enclosed with the proxy stateme was the annual financial report of t company for the year ended Dec. 3 1957. It showed that net income a special items for the year totalle $121,350 before federal income tax compared with $118,477 net incon for the previous year.

The report also included details the new agreement for productio distribution and exhibition of pictur in the Cinerama process signed January this year by Stanley Warn Corp., Cinerama Productions, an Cinerama, Inc. Under the licen granted by Cinerama in 1958, Stanl Warner Cinerama (a large stockhol er in Cinerama) had the exclusi right to use the Cinerama process Dec. 31, 1958, and was required pay a royalty of 10 per cent of n proceeds from exhibition of Cineram

Royalty Pact Modified

Under the modified agreemen provision was made for royalties 5 per cent of gross box office r ceipts, less admission and simil taxes, from exhibition of Cineram pictures and 3 per cent from exhibition of non-Cinerama pictures utilizing Cinerama's exhibition equipment The exhibition license remains exclusive on certain conditions up to Dec 31, 1958, but only in cities exhibitin Cinerama pictures on Jan. 18, 1958 The production license becomes non exclusive, and "all matters and items disputed, or otherwise, between Cinerama and Stanley Warner Cinerama through Dec. 31, 1957" are settled

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PEOPLE

Joseph J. Doyle, with Guild Films here for the past three years, has been named booking supervisor for the company.

□

Mearl Rose has succeeded **Howard Cammer** as manager of the Riverview Drive-in Theatre, Rotterdam Junction, N. Y. Cammer has accepted a post with the Civil Aeronautics Administration at the Albany (N.Y.) Airport.

□

Everett R. Cummings, Southern California exhibitor, has been granted a lifetime membership in the California Congress of Parents and Teachers at a dinner in Downey, where Cummings has operated theatres for 15 years.

□

Laurence Laurie has been named director of the newly-expanded commercial and industrial division of Rogers, Cowan & Jacobs, public relations organization of New York and Beverly Hills.

□

Dalton Danon, television sales executive who joined Guild Films in 1955, has been named Western sales manager of the company.

□

Joe Solomon has been appointed by American International Pictures as distributor of the company product in the Philadelphia area.

□

Lloyd S. Clark, president of Middlesex Amusement, Malden, Mass., has been elected president of the Malden Chamber of Commerce.

Burrows, Ackerman Join In Production Company

From THE DAILY Bureau

HOLLYWOOD, May 5—The formation of Burrows-Ackerman Co., for the production of films, was announced today by producer John H. Burrows and Leonard Ackerman, former New York attorney. The company's first film will be "Al Capone" for Allied Artists release. Malvin Wald and Henry Greenberg are preparing the script for a July starting date.

Burrows will also continue as partner with producer Lindsley Parsons in Parsons-Burrows Productions, which releases through Allied Artists.

Buys Danbury Theatre

HARTFORD, May 5. — The Van Vurier Broadcasting Corp., New York, has purchased the Empress Theatre block, Danbury, Conn., from the Connecticut Theatrical Corporation for an undisclosed sum. No change is anticipated in operation of the theatre, currently under the Stanley Warner banner.

Loew's Int'l Wins Bank Suit

(*Continued from page 1*)

$3,000,000 in damages, alleging improper distribution of "Arch of Triumph," "The Other Love," "Ramrod" "Body and Soul," "Force of Evil," "They Passed This Way" and "So This Is New York," a group of pictures which the Bank of America acquired by foreclosure from Enterprise Productions. The suit originally charged inadequate distribution in some 40 foreign countries but prior to the trial reduced this to only one country, Great Britain.

British Officials Testify

As defense witnesses Nizer presented John Goodlatte, head of the ABC circuit in England, several Loew's executives in Britain, and Joseph Seidelman, former head of Universal's foreign department, who testified as an expert in the foreign distribution field.

Attorneys for the Bank attempted to show through enlarged charts that many MGM pictures which had approximately the same gross in the United States as the Enterprise pictures, grossed far more in Great Britain than the Enterprise films. Nizer countered these with similar charts showing the opposite result.

Contending that there is no relationship between the gross in America and in Great Britain, he declared that each picture depends on its own entertainment value which may vary widely from picture to picture and from country to country for a particular picture. On cross-examination he succeeded in drawing an admission from Sidney Jackson, Bank of America's expert from Great Britain, that even the alleged MGM comparable pictures which the Bank showed on its charts as having had the same grosses as the Enterprise pictures, had varied widely in their results in America and in Great Britain.

Action Pending Five Years

The suit, which had been pending for five years during which extensive depositions and examinations were held, is deemed by observers to be of extreme importance in putting a reasonable limit upon the obligation of a distributor in giving his best efforts to distribute an independent production.

Irish Import Duty on All Pictures Removed

Special to THE DAILY

DUBLIN, May 3 (By Air Mail)—The removal of all import duties on films is almost the only tax concession given by Ireland's Ministry of Finance in the "no change" budget published this week.

"I feel obliged to help preserve both the revenue from cinemas and theatres and the employment which they afford," the Minister declared.

The Minister also allowed an increase in the entertainment tax rebate from 30 per cent to 50 per cent for houses playing 50 per cent live shows in cine-variety programmes, but this affects only one house in Ireland, Dublin's Theatre Royal. The total amount of these two concessions is estimated at £50,000 ($140,000).

Total collections on the entertainment tax last year were seven and one half per cent less than for the previous year.

Fox Records Signs 31

20th-Fox Record Corporation has finalized distribution agreements with 31 independent record distributors in the United States, it is announced by Henry Onorati, president of the film company's disk subsidiary.

'Indiscreet' to M. H.

Warner Bros. announced yesterday the booking of "Indiscreet" into the Radio City Music Hall following the engagement there of "No Time for Sergeants." The latter will succeed "Marjorie Morningstar," the current tenant, making it three WB pictures in a row for the first time in the history of the theatre.

New Stockholder Suit In List-G.A. Merger

Special to THE DAILY

WILMINGTON, Del., May 5—Sidney Schwartz, stockholder in List Industries, has asked the Delaware Court of Chancery to declare that the proposed joining of List with Glen Alden Corp. is "a merger and that, as such, it is in violation of Delaware corporation law."

Schwartz states that shareholders must be given the right to an appraisal of their shares and an offer to buy those shares prior to a merger according to Delaware law. No such appraisal or offer has been made, he adds.

The proposed consolidation of the two companies has been postponed pending outcome of minority shareholders' suits protesting the acquisition of List's assets by Glen Alden. Other suits have been filed in New York and Pennsylvania courts. Stockholders' meetings of the concerns are scheduled May 9 to consider the proposal to join the concerns.

'Key' to Open Festival

"The Key," Carl Foreman production of Columbia release, has been selected over more than 120 others from all over the world to open the film festival at the Brussels International Exposition. It will be shown May 31 to an international audience at the Exposition theatre.

E. W. Ward, 69

DENVER, May 5.—Edward W. Ward, 69, president of Silco Theatres, operating the Silco and Gila, Silver City, died in a hospital there last week following a heart attack.

...NEWS ROUNDUP

'The Chase' Next for Spiegel

"The Chase" has been chosen by Columbia Pictures as Sam Spiegel's next production, following his "The Bridge on the River Kwai." The new film, based on the novel of the same name by Horton Foote, will be filmed on location in Texas. Release will be timed to coincide with publication by Dell of a paperback edition of the book.

■

New Record for '80 Days'

"Around the World in 80 Days," playing at the Fox Strand Theatre, Milwaukee, has exceeded by 12 weeks the 35-week run of "Oklahoma!", it has been reported by Estelle Steinbach, manager of the house. The closing date had been set for Apr. 15, but due to sellouts, the Michael Todd production is being held through Mother's Day.

■

Tenn. Circuit Adds Two

Independent Theatres, Inc., Chattanooga, Tenn., has acquired the operations in that city of the 23rd Street and the 58th Street drive-in theatres from Bill Fincher, giving the company a circuit of five outdoor theatres.

■

Open Aztec, N. M., Drive-in

Porter Smith and Paul Campbell, with the latter acting as manager, have opened the new 350-car Yucca Drive-in Theatre at Aztec, N. M.

■

Two Schine Units Acquired

The Kentucky and State theatres, Lexington, Ky., former units of the Schine circuit, have been taken over by M. Switow & Sons. The Kentucky will be reopened in six weeks, following renovation. Future status of the State is undetermined at this time.

Sees Lawyers Needed As Aid to Conciliation

Special to THE DAILY

CHARLOTTE, May 5 — Because conferences are conducted without lawyers, Carolina exhibitors apparently regard conciliation as a weapon without teeth.

Mrs. Lucille Price, executive secretary of the Theatre Owners of North and South Carolina, said no exhibitors have used the method of settling differences since it went into effect. She pointed out that theatre owners have always had the right to talk over differences with film company branches and therefore conciliation offers nothing new.

Mrs. Price said exhibitors are awaiting institution of the much discussed arbitration which would offer the advantages of having lawyers present at grievance sessions.

Akron Drive

(Continued from page 1)

Sandusky; Midway Drive-In, Ravenna; Magic City Drive-In, Barberton; Montrose Drive-In, Akron; Ascot Drive-In, Akron, and Starlight Drive-In, Akron. Owners of these drive-ins are all members of the Akron Theatre Owners Association, but this activity is confined to operators of outdoor theatres.

'U' Picks Four

(Continued from page 1)

tin, Universal general sales manager, and Maurice Maurer, managing director of the Mayfair.

The arrangement starts with "Horror of Dracula" and includes in order "This Happy Feeling," "A Time to Love and a Time to Die" and "Twilight for the Gods." "Happy Feeling" has also been booked day-and-date at the Guild 50th Street Theatre.

In announcing the deal, Martin pointed out that it enables Universal to prepare long-range promotion on each of the four films so that the most effective local audience penetration can be achieved.

'Lineup' Brings $7,000

SAN FRANCISCO, May 5 – Columbia's "The Lineup" grossed a big $7,000 in the first three days of its world premiere engagement at the Paramount Theatre here. The film will also go into 50 theatres in the San Francisco territory in the next few days.

To Start Work on Aid For Small Businesses

From THE DAILY Bureau

WASHINGTON, May 5–A Senate Banking Subcommittee will start executive session work Thursday on plans to provide long-term government financial assistance for small business.

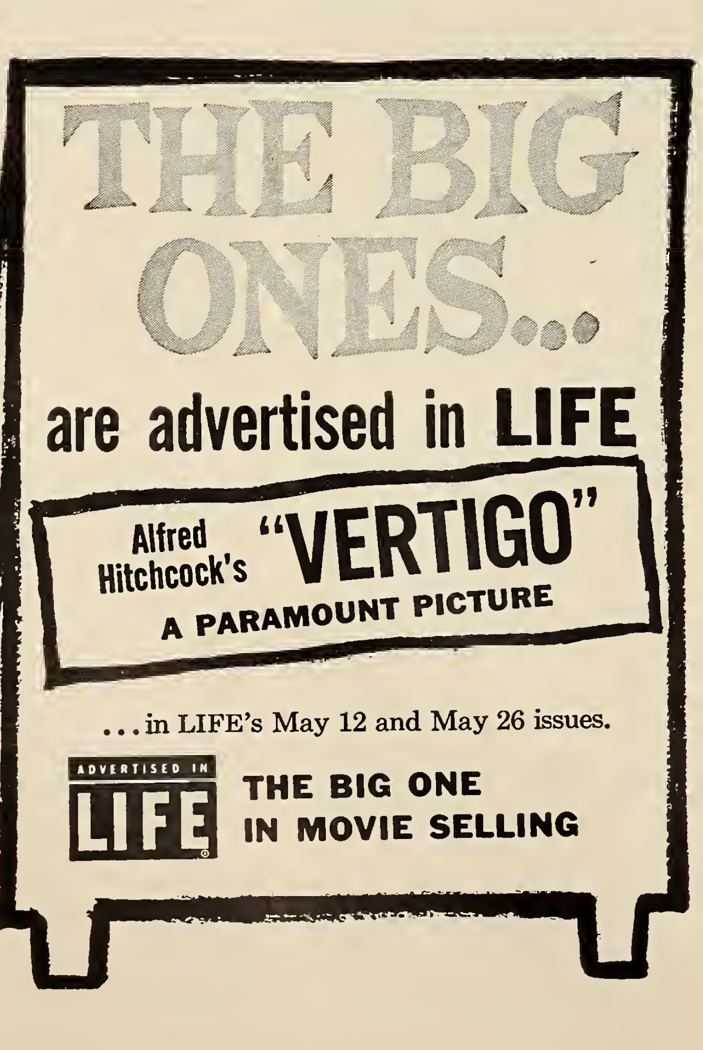
The subcommittee, headed by Sen. Clark (D., Pa.), wound up hearings Friday. Clark indicated most support had been expressed for two bills to provide government capital for privately-organized small business investment associations which, in turn, would make long-term loans and equity capital available for small firms. Democratic leaders are backing a plan to provide this through a new government agency, while the administration has proposed to do it through the existing Small Business Administration.

Report 'Ten' Gross

(Continued from page 1)

last March 12, Paramount Pictures announced yesterday.

Most of the 21 theatres currently are in the fourth week of their engagements which are expected to continue indefinitely.



THE BIG ONES...
are advertised in LIFE
Alfred Hitchcock's "VERTIGO"
A PARAMOUNT PICTURE
...in LIFE's May 12 and May 26 issues.
ADVERTISED IN LIFE
THE BIG ONE IN MOVIE SELLING

REVIEW:

Horror of Dracula

Hammer Films—U-I

HAMMER FILMS, the same British production unit which last year stored Mary Shelley's "Frankenstein" to its rightful place in the scree chamber of horrors, has now even more successfully brought back t granddaddy of all vampires, Count Dracula. Make note, however, the fact that this "Horror of Dracula" is no mere "return" of same some trumped up modern plot and settings. This is the "original" Dracu in eerie 19th Century, middle European locale complete with spoo castle, carriages racing through the night and a bevy of beautiful, swa necked (and thus doomed) victims.

Horror fiction is, of course, a very special genre. The trio most respo sible for this production–Michael Carreras, executive producer, Antho Hinds, producer, and Terence Fisher, director–have had the good ser to treat their subject with as much honesty as is allowed within t horror fiction framework. Thus while it's all fairly wild and wooly, also chillingly realistic in detail (and at times as gory as the law allow In addition, the physical production is first rate, including the settin costumes, Eastman Color photography and special effects.

Jimmy Sangster's screenplay, based on the Bram Stoker novel, tak a couple of important and effective liberties with the original whi serve to heighten belief in the weird events. These vampires cannot tu into wolves or owls or bats or whatnot, but must exist according to rigidly disciplined a schedule as any mortal lady taking off weight at health farm.

The specific plot here has to do with an eminent doctor, Peter Cushi whose mission in life is to stamp out vampirism. When his co-work John Van Eyssen, is turned into one of the "undead" while visiting Cou Dracula's castle, Cushing pursues the count to a neighboring count where the count is busy tapping the jugular veins of first Van Sysse fiancee and then her beautiful sister-in-law. Just how the count me his final come-uppance need not be related now. Suffice to say that t events unfold with mounting suspense and a slick pace, and the clima wherein the count is finally made truly dead, and his ancient bo decomposes in front of your eyes, is top-notch film horror.

Since this is certainly one of the best of its type, it's hard to see h "Horror of Dracula" will not clean up at the box office. It is one sca film which will live up to almost any amount of wild exploitation.

The cast includes Michael Gough, Melissa Stribling, Carol Marsh a Valerie Gaunt, plus Christopher Lee, last year's Frankenstein monst as Dracula. All are more than adequate.

Running time, 82 minutes. General classification. Release, in June.

VINCENT CAN

Talks by Officials Open Loew's Theatres 'Fair'

Loepold Friedman, president of Loew's Theatres; Eugene Picker, vice-president, and Ernest Smerling, advertising-publicity director, yesterday addressed the circuit's managers, division managers and other distribution company executives at a meeting opening Loew's Springtime Movie Fair, a drive instituted to sell the line-up of spring and summer attractions at the circuit's intown houses.

'Gigi' Is Screened

The meeting at the home offices was followed by a dinner in the company dining room, where the guests witnessed a screening of "Gigi."

Pictures to be shown on the circuit during the Movie Fair period include, in addition to "Gigi," "Desire Under the Elms,' "Run Silent, Run Deep," "Merry Andrew," "Teacher's Pet," "The Sheepman," "Stranger With a Gun," "Paris Holiday" and "Witness for the Prosecution."

Denver WOMPI Elects Ann Miller President

Special to THE DAILY

DENVER, May 5.–Officers nam by Chapter 10, Women of the Moti Picture Industry, included: preside Ann Miller; first vice-president, C lyle Franz; second vice-preside Gloria Hazelwood; recording sec tary, Patricia Frieler; correspondi secretary, Betty Christian; treasu (reelected), Edith Musgrave; a board members, Ruth Yoeman, Be nice Gilmore, Pauline Hall, J Schultz Marguerite Moylan.

The local chapter will be host to t annual convention, Sept. 12-14, a is in the midst of plans for the eve Jean Gerbase has resigned as conve tion chairman, with Mrs. Toni Mas being named to that post.

'High Cost' to State

M-G-M's "The High Cost of Lo ing" will be the next attraction Loew's State Theatre here.

Television Today

PA and IA

(*Continued from page* 1)

ork stoppage in which several thound members of the motion picture oduction craft unions in the east led to report for work yesterday orning.

IA officers and members of the Film oducers labor committee met yesday afternoon to work out the legal nguage of an agreement which will fine the general areas under which n producers using video tape will nploy IA personnel.

Cessation Demanded

The producers had insisted on the ike being called off before negoting on specific points.

Work was to be resumed this morn on the sets of the 35 film compas belonging to the Association.

u Mont Lab. Loss for irst Quarter Higher

Special to THE DAILY

CLIFTON, N. J., May 5 – A loss $943,000 on sales of $9,806,000 for first quarter of 1958 was reported Allen B. Du Mont Laboratories to ckholders at their annual meeting re yesterday. The result compares th a loss of $3,353,000 on sales of 0,059,000 for the first quarter last ır.

D. T. Schultz, Du Mont Laboraies president, attributed the result ich reversed the upward trend the npany had experienced in 1957 in ge part to the national recession l to the slowness with which, he d, defense contract awards are be let. The company is an active lder on a number of defense prosals and expects new awards to be eived soon.

Eight Reelected

Stockholders reelected all eight ditors. They are: Dr. Du Mont, irman; Schultz, Barney Balaban, nand G. Erpes, Dr. Thomas T. ldsmith, Jr., Paul Raibourn, Percy Stewart and Edwin L. Weisl.

TA Adds 4 Executives o Sales Department

Norman Cissna, Lionel Furst, Paul Brien and Augie Cavallaro have ıed the national sales department National Telefilm Associates' adcasting properties, Jim Ander-., national sales manager for NTA tions, has announced.

Cissna becomes Midwest sales manr for NTA stations and will make headquarters in the organization's icago office. Furst and O'Brien will account executives working out of New York offices. The national es department was established to ve NTA's growing list of broadcast perties in the national spot field.

College All-Star Game On ABC-TV August 15

The College All-Star Football Game, pitting the National Football League champions, the Detroit Lions, against the best of the college stars who graduated in 1958, will be presented on Aug. 15 over the TV network of American Broadcasting Co. starting at 9:30 P.M., EST. Two companies have been signed for a projected three-way sponsorship. They are the Mennen Co. and Liggett & Myers Tobacco Co. The game is a promotion of Chicago Tribune Charities.

Earlier this year, ABC obtained the exclusive rights to broadcast the game for three years, 1958 through 1960.

Interstate's 1st Series To Star Larry Pennell

Special to THE DAILY

HOLLYWOOD, May 5. – Larry Pennell has been signed to star in "Barbary Coast," the first television series to be produced by Interstate Television Corporation, an Allied Artists subsidiary, in association with the American Broadcasting Co., according to an announcement yesterday by George D. Burrows, Allied Artists vice-president and treasurer, and Robert Adams, ABC Television Network executive producer, western division.

Shooting to Start Tomorrow

Filming of the pilot at Allied Artists studio will be launched on Wednesday with Ben Schwalb, long associated with Allied Artists, as producer.

Stanton Honored for View on 'Editorializing'

Dr. Frank Stanton, president of the Columbia Broadcasting System, on Friday was presented the University of Missouri School of Journalism Honor Award for distinguished service in journalism. The award underscored Dr. Stanton's efforts in "his successful fight for the right of the broadcaster to editorialize." At a special convocation Friday night he delivered an address entitled "The Changing Role of Journalism."

Raibourn Will Testify Before Senate Group

Special to THE DAILY

WASHINGTON, May 5 – Paul Raibourn, president of Paramount Television Productions, will testify here Wednesday before a Senate Commerce subcommittee in opposition to pending legislation to require broadcast licensees to dispose of music-publishing and record subsidiaries.

The hearings are scheduled to resume tomorrow.

Paramount Hails AB-PT Exploitation Program

Plans of American Broadcasting-Paramount Theatres to promote new pictures by especially trained theatre exploitation teams on a local level were hailed "as a prime example of astute exhibitor merchandising" by Paramount Pictures yesterday. The exploitation program was announced here Friday by Sidney M. Markley, AB-PT vice-president.

Pleased with 'Hot Spell'

Paramount expressed gratification that Hal Wallis' "Hot Spell," which the company will release, had been chosen by the circuit to launch the new merchandising program.

The drive is being discussed at an AB-PT meeting in New Orleans, which opened yesterday and is continuing today. Exploitation teams have been set up in three AB-PT circuits, Florida State Theatres, Interstate, and Paramount Gulf.

David Picker Named

(*Continued from page* 1)

neer theatre operator who became vice-president of Loew's, Inc.

Born in New York City in 1931, David Picker was educated at Andover and Dartmouth College, where he received a Bachelor of Arts degree. Following graduation in 1953, he served for two years with the U.S. Army as an instructor at the information school.

Big City Prices

(*Continued from page* 1)

ing steadily since the latter part of 1956. The bureau collects price figures each quarter in a cross-section of the largest cities and adjusts the results to reflect prices generally in big cities.

39.7% Above 1947-1949

Adult admission prices at the end of March, the BLS said, were 39.7 per cent above the 1947-49 average, compared to only 35 per cent at the end of 1957. Children's admission prices rose from a figure of 24.2 per cent above the 1947-49 average at the end of 1957 to a figure of 26 per cent above average at the end of March.

As a result of these rises, the combined index rose from 34.5 per cent above the average at the end of 1957 to 37.8 per cent above the average at the end of March.

Fox Slates 11

(*Continued from page* 1)

Paramount Theatre for the benefit of the National Conference of Christians and Jews.

The others include "Fraulein," "From Hell to Texas," "The Fly," "The Barbarian and the Geisha," "The Naked Earth," "A Certain Smile," "The Bravados," "A Nice Little Bank That Should Be Robbed," "The Diary of Anne Frank," and "The Hunters."

WARNER BROS.' TRADE SHOWS MAY 14

WARNER BROS. PICTURES PRESENTS

"Dangerous Youth"

Starring FRANKIE VAUGHAN and GEORGE BAKER with CAROLE LESLEY and JACKIE LANE

STORY AND SCREENPLAY BY JACK TREVOR

PRODUCED BY ANNA NEAGLE • DIRECTED BY HERBERT WILCOX

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.

ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.

BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.

BUFFALO
Motion Picture Operators Hall
498 Pearl St. • 8:00 P.M.

CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.

CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.

CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.

CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.

DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.

DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.

DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.

INDIANAPOLIS
Paramount Screening Room
116 W. Michigan St. • 2:00 P.M.

JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.

KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.

LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.

MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.

MILWAUKEE
Standard Theatre Screening Room
212 W. Wisconsin Ave. • 2:00 P.M.

MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.

NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.

NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.

NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.

OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.

PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.

PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.

SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.

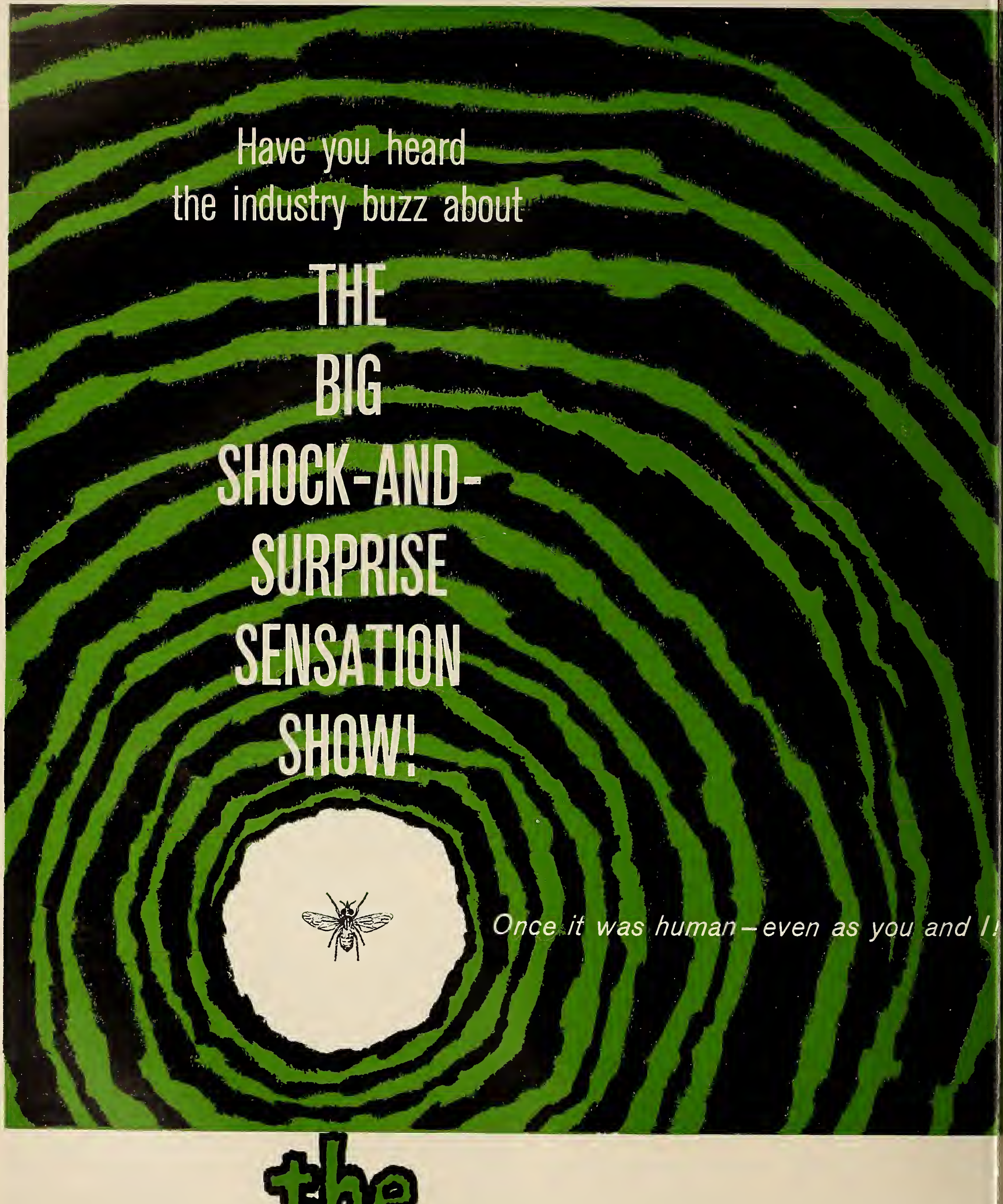
SAN FRANCISCO
Crown Vending Co. Screening Room
221 Golden Gate Ave. • 1:30 P.M.

SEATTLE
B. F. Shearer's Sc. Rm.
2318 Second Ave. • 2:00 P.M.

ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.

WASHINGTON
Stanley Warner Screening Room
13th & E. Sts. N.W. • 10:30 A.M.

WB


Have you heard
the industry buzz about
THE
BIG
SHOCK-AND-
SURPRISE
SENSATION
SHOW!
Once it was human—even as you and I!

the fly

WINGING ITS WAY TO YOU FROM 20th...

THE BIG NEWS IN JUNE!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 83, NO. 89 NEW YORK, U.S.A., WEDNESDAY, MAY 7, 1958 TEN CENTS

ince Jan. 1, 1957

dmission Tax epealed in 62 ommunities

ompo Annual Report Also hows 23 Local Taxes Cut

COMPO's annual survey of state d local admission taxes, now in prepation, reveals that 62 local admison taxes have been repealed since nuary 1, 1957, according to a preninary report released yesterday by obert W. Coyne, special counsel. In ldition, 23 local taxes have been duced and five municipalities have ised exemptions from admission xes which, in effect, represents a duction in total tax. Only one new x was reported in the same period, ontgomery, Ala. making motion

(*Continued on page 2*)

nnual Film Industry olf Fete on June 12

The seventh annual film industry lf tournament and funfest sponsored y New York's Cinema Lodge of nai B'rith will be held at the Veron Hills Country Club of Tuckahoe, ew York, scene of the previous six urnaments, on Thursday, June 12. n announcing the date yesterday, Joph B. Rosen, president of Cinema

(*Continued on page 2*)

KO Pictures Sued on Decameron' Handling

RKO Radio Pictures was named efendant in a New York Federal ourt action yesterday by Amerit ilm Corp. for alleged breach of conact involving distribution of the film Decameron Nights."

The complaint charged that, under

(*Continued on page 2*)

elevision Today Page 4

Propose Settlement of 'Holder Suit Attacking SW-Fabian Agreement

Hearing on a proposed settlement of a stockholders action attacking an agreement between Stanley Warner Corp. and Fabian Enterprises providing for the services of S. H. Fabian and Samuel Rosen to the former has been set for May 21 in Chancery Court in Wilmington, Del.

The action brought by William B. Weinberger, and consolidated with actions brought by several other S-W stockholders, alleged that the agreement provided for excessive compensation and should not include profits derived by S-W from any source other than theatre operation.

Under the agreement Fabian Enterprises received $3,000 per week, plus percentages of S-W's consolidated net profits in excess of $2,500,000. The agreement which became operative in 1953, was amended in 1954 to limit to $500,000 annually the total amount payable to Fabian Enterprises. In 1956 the agreement was extended to Aug. 29, 1959.

The settlement proposed by Fabian

(*Continued on page 5*)

RCA Plans Program To Expand Activities

The Radio Corporation of America has embarked on a three-point program to "sell the way to higher volume and higher profits," president John L. Burns told shareholders at the company's 39th annual meeting here yesterday. Burns said the program calls for expansion of some existing activities, creation of new departments, including one to produce satellites,

(*Continued on page 4*)

Johnston to Plead for Industry Music Firms

From THE DAILY Bureau

WASHINGTON, May 6 – Motion Picture Association president Eric Johnston will testify later this month before a Senate Commerce subcommittee in opposition to legislation that would require broadcast licensees to

(*Continued on page 4*)

Universal Rents Studio Facilities to H-H-L

Special to THE DAILY

HOLLYWOOD, May 6 – Universal-International made its first deal for the rental of its studio facilities to an independent production company, upon completion of negotiations with Harold Hecht, president of

(*Continued on page 4*)

Set Hearing May 20 on New Musicians' Union

From THE DAILY Bureau

HOLLYWOOD, May 6.–The regional office of the National Labor Relations Board here today set May 20 for hearing on a petition by the Musicians Guild of America for a representation election covering musicians employed by Hollywood film studios.

MGA, which is reported to be supported by approximately 30 per cent of the studio musicians, was formed a month ago as a rival union to the existing American Federation of Musicians.

Detroit Theatre, Neighborhood Weekly Join In Promotion Stunt with Excellent Results

Special to THE DAILY

DETROIT, May 6–The Eastown Theatre has joined in a promotion with the "East Sider," a neighborhood weekly and reports the results are excellent in increasing business.

While the paper is distributed to all homes in the area free, carriers endeavor to collect 14 cents for three issues. When the householder pays, he is handed a receipt which will also enable him to buy two theatre admissions for the price of one. The offer is good for two weeks from Mondays through Fridays. The periodical publishes a two column five inch ad during each promotion.

Time's A-Wastin'

B-B Campaign In Jeopardy as Payments Lag

Small Theatres Helping; Slow Circuit Accountings

With circuit contributions to the all-industry business-building campaign still lagging as the deadlines for launching the next phases of the campaign draw nearer, the fate of the remainder of the program soon may be in jeopardy, campaign officials feared yesterday.

The program calls for a national radio campaign starting July 1 and a newspaper advertising campaign on Sept. 1.

In the case of the radio campaign, commitments for time should be made within the next two weeks if it is to progress according to schedule. Radio time is in demand in the summer months when the public turns off its television sets and turns on car and portable radios.

For the newspaper campaign, the

(*Continued on page 2*)

Rhoden Denies Deal To Purchase NTA

Elmer Rhoden, president of National Theatres, flatly denied yesterday that conversations have begun with National Telefilm Associates concerning a possible purchase of that company by the West Coast circuit. Rhoden, in New York on his way back from Norway, declared there was no truth in reports which have been current in the trade.

The report is believed to have

(*Continued on page 5*)

Greenblatt NTA Pictures New Gen. Sales Manager

Herbert H. Greenblatt, veteran motion picture executive, has been named general sales manager of NTA Pictures, Inc., theatrical releasing subsidiary of National Telefilm Associates, Inc., A. W. Schwalberg, NTA Pictures' vice-president, announced

(*Continued on page 5*)

PERSONAL MENTION

ELMER C. RHODEN, president of National Theatres, has returned to New York from Norway, and will leave here today for the Coast.

•

Bernard Kamber, executive of Hecht-Hill-Lancaster, will return to New York on Saturday from London via B.O.A.C.

•

Caryl Hamburger, subscription manager for the Phoenix Theatre here, will be married on May 11 to **Ted Goldsmith**.

•

Jan Sterling has arrived in New York from Hollywood.

•

Al Reisner, director, has left New York for Dublin via B.O.A.C.

•

Joseph Friedman, Paramount exploitation manager, will leave New York today for New Orleans.

•

Raymond Stross, producer, has left here for England, en route to Greece.

'Kwai' Set for Newark On Hard-Ticket Basis

"The Bridge on the River Kwai" will open on a hard-ticket basis at the Paramount Theatre, Newark, on May 29, while it continues to play at the RKO Palace here, it was announced yesterday by Columbia Pictures.

The film will play the Newark house at the same $3 weekend top that prevails in New York. On the day it opens at the Paramount, "Kwai" will be starting its 24th week at the Palace.

The picture is also set to open a reserved seat, limited showing engagement, at the St. James Theatre, Asbury Park, on May 28.

Wald Host to Press

HOLLYWOOD, May 6 – Jerry Wald will be host to the press at 20th Century-Fox studio at luncheon tomorrow to show advance rushes and preview songs from his newest musical film, "Mardi Gras," which will be played by composers Sammy Fain and Paul Francis Webster.

Joe Bellfort Here

Joseph Bellfort, former RKO Radio managing director in Europe and the Near East, arrived in New York yesterday from his Paris home on a three-week business trip. Bellfort will make his headquarters at the RKO Radio home office while here.

B-B Drive Seen in Jeopardy

(*Continued from page* 1)

preparation of ads for space sizes and schedules needs to be begun almost at once, campaign officials said. They indicated that in the event sizeable contributions have not been received from exhibition by the end of this month, the program would have to be reviewed and, perhaps, re-planned.

Distributor members of the Motion Picture Association stand ready to match the exhibitor contributions. Already, they have agreed to apply the costs of the Academy Awards telecast, which they paid in entirety, to the last rather than the first contributions received, in order to help get the remainder of the program started.

Independents Enthusiastic

Contributions received since Compo mailed out 20,000 brochures on the campaign with letters and contribution pledges to exhibitors a month ago, urging their immediate attention, have been almost entirely from scattered, independent theatres. The contributions requested are equivalent to one-half of one per cent of the 1957 film rentals of each theatre.

The national circuits are understood to be preparing contribution data on this basis and fully intend to remit when the figures are complete and have been approved. However, the process is a time-consuming one and time, at this juncture, is vital to the campaign, if there is to be one, officials said.

A second plea for contributions was made at the April 15 meeting of Compo members, with a request that they be remitted by May 1. As stated, the response to date has been mostly from small independents with a maximum of less than $10,000 received to date. Harry Brandt, president of Independent Theatre Owners, presented a check for $3,000 on behalf of Brandt-owned theatres at the Compo meeting.

Appeal by Lazarus Tomorrow

Paul Lazarus, Jr., chairman of the campaign operating committee, is expected to refer to the urgent need for contributions in addressing a luncheon of the Associated M. P. Advertisers here tomorrow, at which he will be the guest of honor. The meeting on Monday of the campaign executive committee also is expected to activate a previously approved plan of organizing local committees throughout the country to solicit the much-needed contributions.

One industry observer said he believed the recent upturn in theatre attendance hurt the drive for contributions.

"When business is good, they say they don't need campaigns, and when it's bad they say they haven't any money for them. It's the same old story," he complained.

Helicopter Landing Set for 'Paris' Bow

Bob Hope, who discovered the advantages of helicopter transportation during the filming of his comedy, "Paris Holiday," will fly in one almost to the door of the Astor Theatre here Friday for the benefit premiere of the film, a United Artists release. Hope will board a helicopter at LaGuardia Airport following his arrival from his home town of Cleveland, and it will deposit him at the West Side Heliport, 12th Avenue and 34th Street. From there he will go to the Astor for the opening of "Paris Holiday," which will benefit the Hospitalized Veterans Service of the Musicians Emergency Fund.

RKO Is Sued

. (*Continued from page* 1)

a July, 1953 agreement, RKO had signed to distribute the film for five years. A total of $425,000 in damages is sought on three counts: termination of its distribution offices by RKO; failure of RKO to use its best efforts in distributing the picture up to the time the film was turned over to another company; and refusal to return the prints to Amerit.

Film Golf Tourney

(*Continued from page* 1)

Lodge, stressed that once again it will be open to members of all branches of the entertainment industry, as well as people of all faiths and is designed to bring them together for a day of sport and good fellowship under the B'nai B'rith banner.

Prizes will be awarded for the best golf scores and performance on the links but virtually everybody is assured of a door prize at the banquet which follows the daytime festivities.

The entry fee will again be $20, which includes the cost of golf, luuncheon and the banquet, but participants who do not wish to play golf will pay only $15 and those who merely want to attend the banquet will pay $10.

Up Freiberg Duties

Joseph Freiberg, manager of Columbia Pictures' sales accounting department since 1946, has been given additional duties by executive vice-president A. Montague as part of the company's continuing realignment. Freiberg's additional duties will include supervision over the sales contract and bidding divisions of the sales department.

Admission Ta

(*Continued from page* 1)

picture admissions subject to a r
tail sales tax of 2 per cent.

Based on revenues received durin
the last full year of operation of th
tax, the 62 communities which r
pealed taxes showed a gross tax re
enue of $442,000 from motion pictu
theatre admissions. Inasmuch as mo
theatres retained former admissio
prices after repeal, a very substanti
percentage of this sum, Coyne sai
represents a saving to motion pictu
exhibitors. No accurate estimate
possible at this time of the savin
through reduced taxes and increase
exemptions but it undoubtedly will f
exceed the savings from repeal
among the municipalities affected a
Philadelphia, which cut its local t
from 10 per cent to 5 per cent an
New York City, which exempted fro
tax the first 90 cents of admissio
prices.

Local Business Men Helped

"These tax repeals and tax cuts di
not just happen," Coyne said, "b
were the results of long and pai
staking efforts by local exhibitors an
exhibitor associations and other i
dustry representatives. In many cas
they received active support from l
cal business men and labor organiz
tions.

"The outstanding success achieve
in these local tax campaigns durin
the past 17 or 18 months should e
courage all exhibitors, who are sti
plagued with these discriminatory l
cal taxes, to redouble their efforts
have them wiped off the books. U
fortunately, many local applicatio
for relief have been turned down, b
exhibitors and other industry represe
tatives in those situations should n
abandon their efforts but should se
wider and more effective support
pressing their claims.

"Meanwhile, COMPO is continuin
its unrelenting efforts to obtain fu
ther Federal tax relief, and has n
abandoned its ultimate objective f
complete elimination of the Feder
tax on motion picture admissions."

Taplinger to Europe

Robert S. Taplinger will leave he
for Madrid by plane May 15 for co
ferences with Samuel Bronston an
John Farrow on "John Paul Jones
While abroad, Taplinger will visit h
company's branches in Paris and Lo
don, and will attend the Brussels Fai

'U' Dividend Omitted

The board of directors of Univers
Pictures at its meeting held here ye
terday voted to omit the declarati
of the quarterly dividend of 4¼ p
cent on the cumulative preferred sto
of the company , which ordinari
would have been declared at this tim

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston
Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince
Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was
ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t
principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell
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dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye
as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco
class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

THIS IS THE TITLE FRAME OF A PICTURE HEADED FOR THE HEADLINES!

HIGH
CONFIDENTIAL!
SCHOOL

CONFIDENTIALLY–

"HIGH SCHOOL CONFIDENTIAL" is violent, sensational, controversial, unrelenting in its suspense, brutally frank–BUT it's the hottest number for the great youth market in years–and for their parents!

We highlight this theme in the powerful ads:

> "YOUR OWN KIDS WILL NEVER TELL YOU...SOME WON'T ...OTHERS DARE NOT...They live in a world their 'good families' never dreamed existed. Not since 'Blackboard Jungle' such shattering drama of the tough, troubled teen-agers of our time."

Youthful talent with name value delivers a sock entertainment! Ask M-G-M today!

•

M-G-M Presents AN ALBERT ZUGSMITH Production
starring RUSS TAMBLYN · JAN STERLING · JOHN DREW BARRYMORE
and guest stars MAMIE VAN DOREN · JERRY LEE LEWIS · RAY ANTHONY
JACKIE COOGAN · CHARLES CHAPLIN, JR. and DIANE JERGENS as Joan Staples
Screen Play by LEWIS MELTZER and ROBERT BLEES · Screen Story by ROBERT BLEES
Directed by JACK ARNOLD · In CINEMASCOPE

M-G-M BACK ON TOP IN '58!

REVIEW:

Fraulein

20th Century-Fox—CinemaScope

An extremely interesting production with an able cast, authentic backgrounds in De Luxe color of bomb-shattered Berlin, Cologne and the Rhine Country, and enough emotional shadings to give it strong appeal to women as a post-war romance develops between an American major and a German girl who has been knocked around in bombings and the unrestrained disorder following the arrival of the Russian and American armies.

It has eye appeal and heart appeal. It moves at a rapid pace from the very start as Capt. Foster Maclain (Mel Ferrer) escapes from a prisoner of war van during a bombing of Cologne and takes refuge in the half-wrecked home of Professor Angerman (Ivan Triesault). The kindly professor's impulse to protect him is almost shattered by the arrival of his daughter, Erika (Dana Wynter). On a sudden impulse, she hides Ferrer in her bathroom as the German soldiers arrive. In another raid her father is killed. She takes refuge with her uncle, but in a short time the Russians take over that house. She is buffeted about as she narrowly escapes an attack in a night club, finds herself in a house of prostitution and flees, and eventually meets Ferrer again in the uniform of a major of the U.S. Army.

The story revolves about Miss Wynter, an English girl with a talent for restrained emotional expression that makes her role convincingly pathetic. Ferrer, who has had wide experience as a producer and director as well as an actor on both the screen and television keeps the emotional buildup taut and realistic.

As a pianist in a Berlin night club and a friend of Miss Wynter in the crises, Dolores Michaels is outstandingly decorative. She is one of the products of the 20th-Fox effort to develop new talent, and she should certainly go places.

The story was adapted from a James McGovern novel by Leo Townsend, who clung to the original so well that he turned out a script that embraces the mental and moral disintegration of both sides in World War II as well as the nobility of some of those fighting their way up out of the chaos.

Walter Reisch, who produced "Stopover Tokyo," was also the producer of this picture, and the skilled direction was by Henry Koster, a veteran in the 20th-Fox organization.

The ingredients of what should be a highly profitable production have been mixed by experts.

The cast also includes Maggie Hayes, Theodore Bikel, Helmut Dantine, Herbert Berghof, James Edwards and others.
Running time, 98 minutes. General classification. Release, in May.

James M. Jerauld

The Monarch

The only flight with all de Luxe seats

Every night, overnight New York to London

Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

Universal Rents Studio

(Continued from page 1)

Hecht-Hill-Lancaster, it was announced jointly today by Hecht and U-I.

H-H-L's film, "The Rabbit Trap," set for United Artists release, will be the first made by the company on the U-I lot starting June 16, with all of the studio's facilities being used by producer Harry Kleiner and director Philip Leacock for the Ernest Borgnine starrer.

Correction

Due to a typographical error, the first quarter loss of Allen B. Du Mont Laboratories for 1957 was reported incorrectly in yesterday's Motion Picture Daily as having been $3,353,000. The actual loss for the period was $353,000.

Television Today

Johnston to Plead

(Continued from page 1)

give up their record and music-publishing subsidiaries.

Speaking for major film companies, several of which have such subsidiaries, Johnston will argue that these do not constitute an adequate reason to deny a firm entry into the broadcast field. Subcommittee officials said the MPAA official would probably testify around May 21.

Leading the fight for the bill is the American Society of Composers, Authors and Publishers, which sees it as a blow to its arch-rival, Broadcast Music, Inc.

Hearings on the bill resumed today, with several record company officials, music teachers, disc jockeys and composers opposing the legislation.

RCA's Plan

(Continued from page 1)

space vehicles and associated el tronic equipment, and introduction six important new products.

Brig. General David Sarnoff, cha man of the board, presided at t meeting.

During the first quarter of 19 Burns said, sales of RCA products a services amounted to $278,339,0 compared to $295,773,000 for 19 Profits before Federal income ta amounted to $18,008,000 compared $25,541,000 for 1957. Net profit af taxes was $9,004,000 as against $1 810,000 in 1957. Earnings per co mon share were 59 cents, compar to 87 cents for 1957.

One Man's TViews

By Pinky Herman

"As goes Ford, General Motors and Chrysler, so goes Steel," is well-known axiom with Wall Streeters; however in TV there a slight difference. As to Ford (Art) or Steele (Ted), both are being ogl by NBChieftains now that these "Cats" have left WNEW and WO respectively. . . . Bob Feller's warm, documentary flavor on those "gan of the day" broadcasts over Mutual has revived interest in a movie-T deal between the former all-time pitching great of the Cleveland India and United Artists. . . . Veep Arthur Tolchin of WMGM back in Gotha after a biztrip to Hollywood. . . . Dave Keegan of the Grey Advertisi Agency will harmonize an "I Do-et" with beautiful Joanne Tedeus, fo mer radio lark in Scranton, Pa., Sunday, June 21. . . . Cecil Brown, wi MBS, CBS and ABC for a total of 18 years, has just signed as Ne NBCaster as of June 1 and will be stationed in Tokyo. . . . An ambitio and forthright attempt to capture the attention of TViewers of the loc area takes place tonight when WNTA-TV (Channel 13 in cooperati with the Metropolitan Education Association preems a new half-ho series, "Television University," with Monday-Wednesday-Friday se featuring "Discovery," femceed by Mary Lela Grimes and Tuesday an Thursday "Heritage" shows, to be headed by the Pulitzer Prize-winni Robert Frost. Frost's first guest will be Dr. Jonas Salk, discoverer of t Salk vaccine. . . . Johnny Winters' amiable handling of the TV NBChor which he again took over Monday nite for the vacationing Jack Paa proved delightfully droll divertisement. It's quite easy to warm up t Winters—Johnny, that is. . . .

☆ ☆ ☆

Merv Griffin, last heard on his own program over ABC, takes ove as head man of a new musical audience-participation TV CBSerie "Play Your Hunch," which will replace "The Garry Moore Show" acro the board (10:00-10:30 ayem) starting June 30. A Goodson-Todma Package. . . . "Rawhide," a full-hour adult western starring Eric Flemin will be CBSeen in the Monday 7:30-8:30 p.m. slot replacing "Robi Hood" and "Burns & Allen" in the Fall. . . . Frank Cooper sails fo Europe next Thursday on the Ile de France to set up telecast skeds i Britain for 2 Cooper packages, "Dotto" and "Keep It In The Family via Associated TV Ltd. . . . The Ed McBain, whose "Killer's Choice, will be Kraft Theatre's TV presentation over NBC June 18, is the no de plume of Novelist Evan Hunter, author of "Blackboard Jungle" an a forthcoming novel, "Strangers When We Meet." . . . Richard Willis who started as a beautician and make-up artist at Warner Bros. Easter Vitaphone Studios in the 1930's and then for 18 years via radio and T taught his knowledge of "beauty hints and advice" to millions of American women, resumes his "Here's Looking At You" series tonight (dai from 6:00-6:30 P.M.) TVia WNTA. . . .

'SW and Fabian

(*Continued from page* 1)

nterprises would extend the agreeient another two years, to Aug. 26, '961, and would continue the incluon of all S-W profits in the comutation of the payments, not limiting iem to theatre operations. The ceilig on the percentage compensation ayment to Fabian Enterprises would e reduced unless S-W has paid $1.20 ı cash dividends on its stock. The eiling of $500,000 less fixed comensation of $156,000 would be reuced if the $1.20 dividend was unaid, by the following formula: The ıaximum amount of percentage comensation would be determined by ıultiplying $344,000 by a fraction, ıe numerator of which is the total ividends paid or declared during the scal year and the denominator of hich is $1.20. If the number of ıares outstanding should be increased y reason of stockdividends or splitps, or if any of the assets of the cororation are spun off, the $1.20 gure then is to be reduced proporonately.

Provision on Time Served

The amount of time that Fabian ıd Rosen could devote to Fabian nterprises would be reduced from ne-third of their normal working me to 15 per cent of such time in ny fiscal year. In the event of the eath of Fabian or Rosen the comensation and percentage payment would be reduced by 40 per cent instead of 33 1/3 per cent. The person continuing to render services to S-W, however, would not devote more than 10 per cent of his time to Fabian Enterprises.

REVIEW:

No Time for Sergeants

Warner Bros.

A rollicking tale of the peace-time Air Force, this genial and frequently uproarious comedy depends almost entirely on Andy Griffith's gift for comedy timing.

John Lee Mahin has written a fast moving screen play from a novel by Mac Hyman which was presented as a play on Broadway by Maurice Evans. Griffith is a Tennessee hill-billy, long on kindness and brawn but short on brains, who, when he is drafted, presents the Air Force with its biggest peace-time headache. His attempts to win the friendship of his sergeant, Myron McCormick, end in hilarious disaster for all concerned while his encounters with classification officers find them looking for new classifications.

Ultimately the Air Force surrenders, transferring Griffith, his small and nervous buddy, Nick Adams, and the long suffering sergeant to the infantry in circumstances which should leave any audience weak and breathless from laughter.

The picture has no romance but needs none. Mervyn LeRoy, who both produced and directed, wisely held strictly to the line of straight farce and plenty of it.

While Griffith carries the entire picture, he is ably supported by McCormick and Adams in the principal roles. Editing, except in the opening sequences, is fast as the nature of the subject requires.

Running time, 111 minutes. General classification. Release, July 4.

James D. Ivers

Resumes Full-Time

HARTFORD, May 6 — The Guilford Theatre, dark on Tuesdays and Wednesdays for many months, has resumed full-time operation.

Rhoden Denial

(*Continued from page* 1)

originated in a suggestion made by B. Gerald Cantor of the brokerage firm of Cantor, Fitzgerald that National Theatres initiate a move to acquire an interest in the company which owns the 20th-Fox library of pre-1948 films and distributes them both to theatres and to television. Cantor, now a director of National Theatres, was formerly a director of NTA and was a participant in the negotiations in which NTA acquired the 20th-Fox library.

Greenblatt Post

(*Continued from page* 1)

yesterday. In his new post, Greenblatt will be responsible for all sales and distribution activities for NTA Pictures.

Schwalberg said the appointment will enable him to devote more time to overall administration and acquisition of new product.

Before joining NTA Pictures, Greenblatt was general sales manager for RKO Pictures.

Churches Honor DeMille

WASHINGTON, May 6.—Cecil B. DeMille has received the award "Lay Churchman of the Year 1958" from the Religious Heritage of America,

that "Tammy" girl is back...and learning about romance from the boy next door

teens hear of it...their hearts throb and swing into box office response to

Debbie Reynolds • Curt Jurgens • John Saxon

in

THIS HAPPY FEELING

costarring Alexis Smith • Mary Astor

CinemaScope • Eastman Color

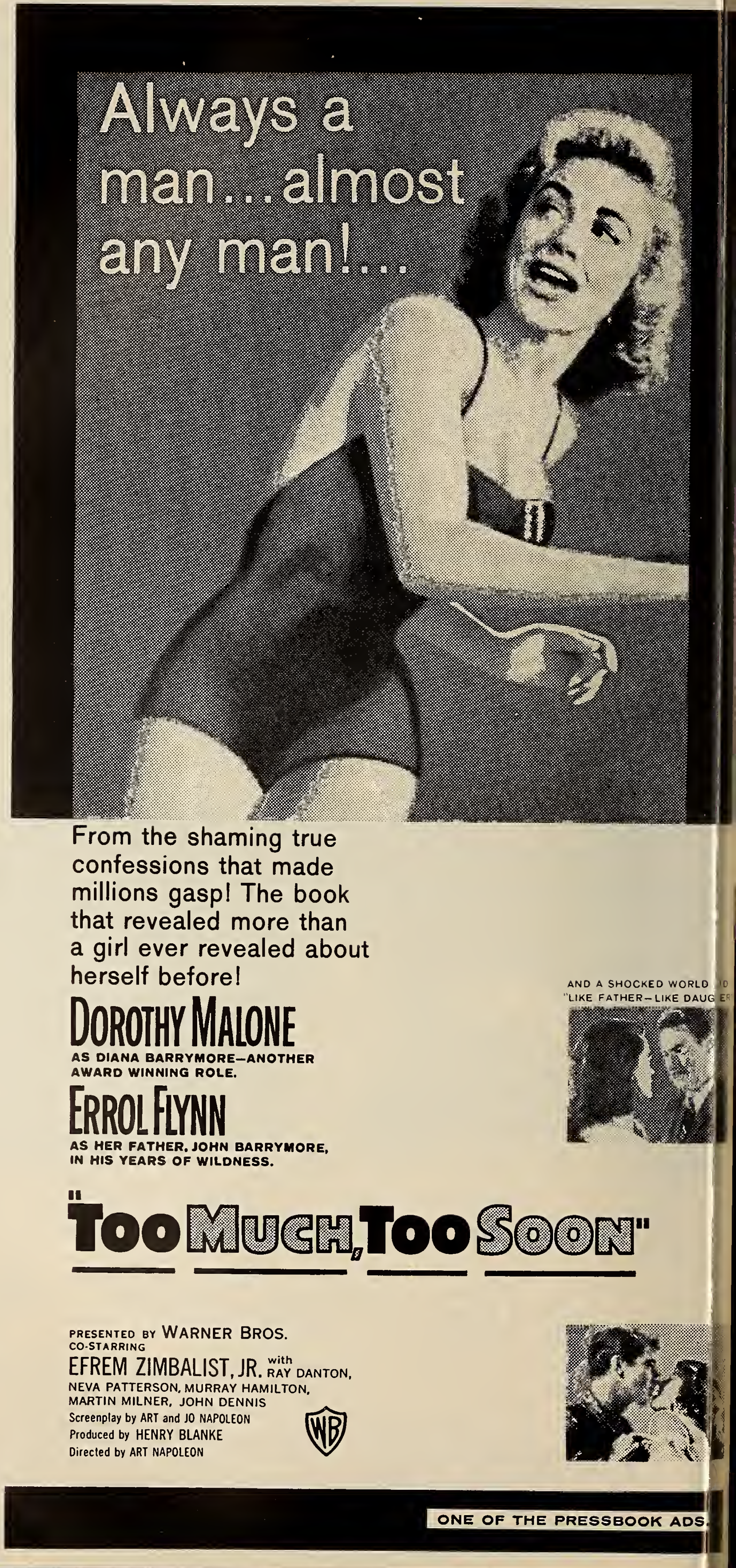
a Universal-International Picture

seventeen's JUNE PICTURE OF THE MONTH

Selected by SEVENTEEN at SCHOOL for classroom discussion

MUCH BOX-OFFICE!

RIGHT NOW FROM WARNER BROS.



Always a man... almost any man!...

From the shaming true confessions that made millions gasp! The book that revealed more than a girl ever revealed about herself before!

DOROTHY MALONE
AS DIANA BARRYMORE—ANOTHER AWARD WINNING ROLE.

ERROL FLYNN
AS HER FATHER, JOHN BARRYMORE, IN HIS YEARS OF WILDNESS.

AND A SHOCKED WORLD
"LIKE FATHER—LIKE DAUG

"TOO MUCH, TOO SOON"

PRESENTED BY WARNER BROS.
CO-STARRING
EFREM ZIMBALIST, JR. with RAY DANTON,
NEVA PATTERSON, MURRAY HAMILTON,
MARTIN MILNER, JOHN DENNIS
Screenplay by ART and JO NAPOLEON
Produced by HENRY BLANKE
Directed by ART NAPOLEON

ONE OF THE PRESSBOOK ADS.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 90 NEW YORK, U.S.A., THURSDAY, MAY 8, 1958 TEN CENTS

EDITORIAL

History Being Made

By Sherwin Kane

THERE has been no lack of critical exhibitor observations for many months past concerning the increasing number of films being given the hard-ticket treatment.

Some have alleged that the practice tends to price films out of the market; that it establishes an unreal economic base that will collapse as soon as the recent and current flow of highly popular films are played off. Others contend that it unwisely withholds product from subsequent runs, permitting local interest in the top attractions to fade because of the long runs in the roadshow houses.

Actually, few of the attractions which inspired the foregoing and other criticisms have reached the subsequents yet. As a result, all such objections are untested and still in the realm of personal opinion.

•

One such production, however, currently is reaching further and further into the subsequent runs, following lengthy roadshowing, and the trade would do well to mark its progress, for it promises to provide some valuable lessons. The picture is "The Ten Commandments."

After running for 16 months and grossing $2,744,000 at New York's Criterion Theatre, the picture went into eight outlying houses in the Greater New York area and proceeded to establish new box office records in all eight.

In 21 theatres in the metropolitan area it played four or more weeks and grossed nearly $1,500,000. In some of the theatres, the engagements are continuing.

•

If this sort of performance is sustained right down the line into the smallest neighborhood theatres, and there are many indications that such will be the case, the hard-ticket launching of a super-attraction will be vindicated beyond the power of any critic to cast doubt upon it.

The plain fact appears to be that the policy is the very best yet devised for the exceptional type of production. It is good for the picture, and that means it is good for the producer, the distributor and last but not least, the exhibitor, as time in this instance is beginning to prove.

Advise Restricting U.S.I.A. Films To Showings Abroad — Not in U.S.

From THE DAILY Bureau

WASHINGTON, May 7—Two members of a House Appropriations subcommittee gave an emphatic and prompt "no" reply to a U.S. Information Agency query as to whether U.S.I.A. films should be made available for showings to American organizations.

The two were chairman Rooney (D., N.Y.) and Rep. Preston (D., Ga.). They argued that a policy of showing these films would require a lot more money for the agency and would divert it from its main purpose of making films to fight communism abroad.

The matter came up during subcommittee hearings on the agency's request for $105,000,000 of appropriations during the year starting July 1. This would compare with $95,100,-

(*Continued on page* 4)

Major Studios Settle Review Date Hassle

From THE DAILY Bureau

HOLLYWOOD, May 7 – Local trade publications which had been disregarding publication dates of film reviews set by all studios for the past two weeks agreed at a meeting with studio advertising-publicity heads yesterday to observe the publication dates set by all major studios.

The publications had resented what they believed to be unfair tactics of some independent producers or their publicity representatives in authorizing columnists and others to comment in opinionated form on new product prior to publication of trade reviews. The publications had retaliated by disregarding all review publication dates.

Catholic Educators Support 'Bernadette'

The Catholic Audio Visual Educators Association and 20th Century-Fox are cooperating on an extensive, local-level campaign, designed to pre-sell the film company's current re-release, "The Song of Bernadette," to more than 30,000 members of religious teaching communities encompassing each of the 48 states.

CAVE's vice-president, Rev. Michael Mullen, has written a letter to

(*Continued on page* 5)

To Appoint Area Units For B-B Fund Raising

Appointment of exchange area committees to promote the raising of funds for the industry's business building campaign is expected to be the main order of business at a luncheon meeting of the campaign executive committee Monday at the Astor Hotel, it was announced yesterday by COMPO.

It is understood nominations for

(*Continued on page* 4)

Outline N.Y. Municipal Film Projects Today

Stanley H. Lowell, first executive assistant to Mayor Robert F. Wagner and his newly appointed liaison with the New York City film industry, will outline a series of municipal projects designed to encourage local motion

(*Continued on page* 4)

Nine Drive-Ins in Pittsburgh Area Install Quarter Midget Racing Equipment for Youngsters

Special to THE DAILY

PITTSBURGH, May 7—Nine local and district drive-ins are making quarter midget racing installations for youngsters between the ages of five and fifteen. The youngsters can participate only if a parent is on hand to supervise them.

The nine drive-ins, catering to the midget racers only during daylight hours, are the Mt. Lebanon, the Twin Hi-Way, Woodland, Starlite (Fairmont, W. Va.); Westover (Morgantown); Hi Way (Dubois); Cuppies (Brownsville); Starlight (Uniontown) and Blue Sky (Ellwood City).

Raibourn, Elder

Para., AB-PT Score Bill on TV, Disc Firms

Testify It Would Be 'Restrictive, Unnecessary'

J. A. OTTEN

WASHINCTON, May 7.—Spokesmen for Paramount Pictures and American Broadcasting - Paramount Theatres described as restrictive and unnecessary a bill to prohibit television licensees from holding interests in music publishing and recording companies.

Paul Raibourn, Paramount vice-president, and Omar F. Elder, Jr., AB-PT general counsel, testified before a Senate Commerce Committee on the bill, introduced by Sen. Smath-

(*Continued on page* 3)

Good Reports on Loew's Send Stock Upward

Loew's stock has run up more than two points to a new 1958 high of 16½ in the last four trading days, during which it was one of the most active issues on the N. Y. Stock Exchange. In the four-day period more than 200,000 shares changed hands.

Wall Street sources yesterday at-

(*Continued on page* 5)

Wilson Succeeds Engel; Again Heads the SPG

From THE DAILY Bureau

HOLLYWOOD, May 7 – Carey Wilson, who served as president of the Screen Producers Guild in 1953, has been re-elected president of SPG for 1958, taking over from Samuel G. Engel, president for the past three

(*Continued on page* 4)

Television Today Page 5

On pages 6 and 7 of this publication you will see the first trade paper announcement of 20th's most important outdoor adventure film...

combining elements of action, humanity and a canvas as big and lusty as the State of Texas itself, this is a box-office attraction for which any alert showman will go

FROM HELL TO TEXAS!

PERSONAL MENTION

MAX E. YOUNGSTEIN, United Artists vice - president, and JAMES VELDE, sales manager, returned to New York yesterday from Charlotte, N. C.

•

MEYER HUTNER, Warner Brothers advertising-publicity director, is vacationing in Europe.

•

WILLIAM J. HEINEMAN, United Artists vice-president, is expected back in New York from Rome at the weekend.

•

ROBERT RYAN has arrived in New York from Hollywood.

•

AL REISNER, director, has left New York for Dublin via B.O.A.C.

•

ARTHUR FREED, producer, and VINCENTE MINELLI, director, have arrived in New York from the Coast.

End to Price-Cuts at Albany Drive-Ins Seen

Special to THE DAILY

ALBANY, N. Y., May 7.–Agreement among the larger drive-ins of the immediate Albany area, to eliminate triple features and "dollar nights" was reported to have been reached, effective as of May 3.

The two problems had been the subject of meetings and informal talks since last summer, but an arrangement to solve these forms of "price cutting" was heretofore elusive. Hope is that the thorny matter has finally been resolved.

Strong 'Caravan' Set At Des Moines Friday

The Strong "Caravan of Light" has been booked for demonstrations Friday at the Westview drive-in on Highway 6, Des Moines, Ia., and Monday at 84th and Center drive-in, Omaha, Neb.

The "Light Caravan" is a large truck equipped as a mobile projection room. It is manned by Ray Shuff, of Local 228, IATSE. The national tour is now in its second month.

Wald Names Goulding

HOLLYWOOD, May 7 – Edmund Goulding will direct "Mardi Gras" for 20th Century-Fox, it was announced today by producer Jerry Wald at a press "preview" of the Sammy Fain and Paul Francis Webster songs for the film.

Paramount, AB-PT Score Bill

(Continued from page 1)

ers (D., Fla.). Raibourn declared that enactment of the bill "would bring about a restriction in the operation of a large segment of American business which is unwarranted and unnecessary."

Elder maintained the bill was "discriminatory against the broadcasting industry," would not serve the public interest and was "so broad that its application will be extremely difficult, if not impossible."

Hearings Recessed to May 20

Following their testimony, the hearings recessed until May 20, when Motion Picture Association of America president Eric A. Johnston is expected to oppose the bill in behalf of other industry companies.

Raibourn explained that Paramount owns Dot Records, Inc., and has interests in two music publishing companies, in addition to owning Los Angeles television station KTLA. The bill would restrict Paramount's opportunity "to continue its policy of diversification" and would be economically harmful to the company, he said.

Ownership of Dot Records, he declared, "gives added support to our motion picture interests at a time when production and distribution have suffered heavily and are not earning profits at as high a rate as is Dot records."

Not in Public Interest, He Says

Elder said AB-PT owns and operates five television stations and a record company, which, in turn, owns two music publishing companies. It also owns a small per cent of shares in Broadcast Music, Inc., the target of the ASCAP-sponsored Smathers bill. Elder maintained that passage of the bill would only "perpetuate and extend the control or reconstitute the monopoly over music in the hands of a single organization." The bill would not serve the public interest, he said, but would be "extremely detrimental to the public by weakening or ultimately eliminating effective competition in the field."

'Kings' Preview Tie-In To TV Women's Shows

A program to develop feminine word-of-mouth support for "Kings Go Forth" through special previews tied to women's daytime television shows was launched yesterday by United Artists at the Strand Theatre in Hartford. Some 850 women, advised of the preview through a week of plugs on the Kathy Godfrey Show over WHCT-TV, attended the performance of the film.

At the end of the showing spontaneous comments of 75 women were recorded by Miss Godfrey in lobby interviews. These will be used for spot announcements and ad quotes in the special women's campaign to promote the picture nationally.

Johnston in Houston

HOUSTON, May 7.–Eric Johnston, president of the Motion Picture Association of America, delivered an address at the Shamrock Hotel here tonight at the 46th annual banquet of the Linen Supply Association of America.

Johnston's subject was economic changes in America.

Gets European Ad Post

PARIS, May 7 – Mrs. Kato Fenton-Dormer, formerly United Artists acting supervisor of advertising-publicity for Continental Europe and the Middle East, has been named director of advertising-publicity for the same area, it was disclosed today by Mo Rothman, UA continental manager.

Scot Union Sets U.K. Nationalization Push

Special to THE DAILY

GLASGOW, May 2 (By Air Mail) —A call for nationalisation of the British cinema industry will be made by the Glasgow section of the National Assn. of Theatrical & Kinematograph Employees at their annual meeting in London this month.

In a resolution, the Scot trade unionists claim that nationalisation would ensure an expansion of British film production, fair distribution of films, and control of box office grosses.

The Aberdeen, Scotland, section of the union will call on headquarters to "pursue with utmost vigor their aim to secure closing of cinemas on Christmas Day in England, Wales and Northern Ireland, and on New Year's Day in Scotland."

'Vikings' Invitational Preview Here Tomorrow

More than 1000 members of the press, including trade paper editors and representatives of newspapers, magazines and TV-radio, will attend the first invitational preview of Kirk Douglas' "The Vikings" tomorrow at the Victoria Theatre here. The advance showing of the United Artists release in New York is the first of a series of previews scheduled across the country.

The picture will have its world premiere on June 11 in simultaneous engagements at the adjoining Astor and Victoria Theatres here.

. . . NEWS ROUNDUP

400 UA Bookings for 'Acre'

United Artists has scheduled some 400 saturation bookings for "God's Little Acre." The bookings, to start next week, will cover key houses in 27 exchange areas and will be backed by personal appearance tours of the film's stars.

■

'Dracula' in Milwaukee

Universal-International's "Horror of Dracula" will have its world premiere today at the Warner Theatre, Milwaukee, climaxing an intensive promotional campaign on behalf of the Hammer Film Productions, Ltd., feature.

■

'Forest' Premiere July 9

Walt Disney's "The Light of the Forest" will have a gala world premiere on July 9 at the Senate Theatre, Harrisburg, Pa. The opening of the Buena Vista release will be a charity performance, with the beneficiary to be announced shortly.

■

Ibanez Novel to Be Filmed

A film adaptation of the Vincente Blasco Ibanez novel, "Flower of May," will be produced in Mexico by Olallo Rubio, Jr., for distribution in the U.S. It will be partly financed by the Mexican government, and will star Jack Palance, Maria Felix and Pedro Armendariz.

■

Detroit Council Installs

Mrs. Harry T. Jarvis has been installed as president of the Greater Detroit Motion Picture Council. Other officers are: Mrs. B. R. Springborn and Mrs. Earl Seielstad, vice-presidents; Mrs. Raymond Kanagur, recording secretary; Mrs. Fred A. Jordan, corresponding secretary, and Mrs. Fred C. Riess, treasurer.

Queen Mother to Attend U.K. Trade Fund Benefit

From THE DAILY Bureau

LONDON, May 7–Lord Rank has announced on behalf of the Trade Benevolent Fund that the Queen Mother Elizabeth will honour the 1959 Royal Film Performance with her presence. The date is to be decided later but will probably be early in February, 1959. The decision is of the greatest importance to the Fund at a time when demands upon it are at a maximum.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau. Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

National Pre-Selling

IN rich greens, delicate powder blues and ladylike pinks "Life" has produced a pictorial story and review of "Gigi" in the April 25 issue that is a delight to the visual senses. Maurice Chevalier appears in a scene of resplendent hues singing "Thank Heaven for Little Girls." He sings to Leslie Caron who plays "Gigi," the story of a little girl growing up in Paris.

Alan Jay Lerner and Frederick Loewe who wrote "My Fair Lady," did the book and music for this new MGM film. "Life" says, "Gigi has been made into a lilting, visually enchanting film."

This issue also has a story of Chevalier's arrival in New York.

•

"The American Legion Magazine" will inaugurate a new policy with the July issue. Motion pictures will be reviewed by the associate editor Irving Herschbein. After almost 40 years of publishing the "Legion's" editors have decided to devote space regularly to the motion picture industry. Dick Cook is the publication's advertising representative in the industry.

•

Patricia Owens, star of "The Law and Jake Wade," has written the copy for the table of contents page ad for this new MGM film, which appears in the May issue of "McCall's."

•

Andy Griffith plays Will Stockdale in "No Time for Sergeants," the recruit who has a boundless affection for all mankind, including sergeants and officers. It is reviewed in the May issue of "Cosmopolitan." Marshall Scott, who selected it as an outstanding film for May, says "Andy manages to turn the Air Corps into shambles and; it is possibly the funniest armed services picture to appear in the dozen or more years since the end of World War II."

•

Lloyd Shearer has written a very informative article on Anne Frank, her family and the hardships under which her diary was written. This highly researched article appeared in the May issue of "Parade." George Stevens is directing "The Diary of Anne Frank" for 20th-Fox. Shearer reports "he is pulling no punches and the story is being screened with great tenderness and realism."

•

"Stage Struck" was selected by "Seventeen" as the picture of the month for May.

•

The film editor of "Look" in the April issue reports that " 'Marjorie Morningstar' sticks to the main point of the Wouk story, a universally recognizable account of the agonies of adolescence. In 1958, old fashioned Marjorie seems a fresh and offbeat contemporary heroine. Natalie Wood and Gene Kelly, the film's stars, will confound skeptics who thought they were miscast for the leading roles. Miss Wood, already a screen veteran at 19, brings a soft glow and spirit to the role of Marjorie."

Walter Haas

Count on FILMACK
When you are in need of A Special Announcement TRAILER
You'll Be Delighted With Our Fine Quality And Quick Service.
CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue

Advise Restricting USIA Films

(*Continued from page 1*)

000 this fiscal year and $112,866,609 last year. Of the total, the motion picture service would have $6,433,700; this year it had $4,909,924 and last year it had $7,338,628. The hearings took place two months ago but were made public only today.

U.S.I.A. head George V. Allen said that many groups and individuals had complained to him that they were unable to see in this country the many excellent films in the U.S.I.A. catalog. He said his own staff had different opinions on the question.

Sees Manpower Needed

"If you get into the area suggested, you will need a lot of manpower when you give something away for free, and it will cost the American taxpayer tremendous sums of money to show these films to American people." At another point, he declared that "it will cost the American taxpayer a lot of needless money if you distribute these films in the U.S., and I would not vote 15 cents for the cost of showing those films here."

Preston said he could see two objections to the idea. In the first place, he said, "it would soon grow to a very large program, because it has become very popular in civic meetings when they cannot get a speaker to show movies. Pretty soon you would have a terrific demand from clubs, PTA's, the League of Women Voters, and other organizations."

Moreover, he said, most U.S.I.A. films have a special objective in some area in the world, and people who see these films in this country would not always understand this.

Allen emphasized that he had not made up his own mind on the question and was "groping for advice." There was no indication whether any other Congressmen were present at the time.

Cites Soviet Propaganda

In another connection, Allen told the subcommittee the Soviet Union had greatly expanded its propaganda efforts, especially in motion pictures and television. In the film field, he declared, the most significant developments centered around establishment of new film markets for films produced by Russia and its satellites—especially new markets in southeast Asia for Communist Chinese films—and efforts for co-production between Communist and free-world countries.

Outline N. Y. Plans

(*Continued from page 1*)

picture and TV production at a conference today at the Hotel Manhattan. The projects are the outcome of a meeting held yesterday at City Hall among representatives of the Film Producers Association of New York and city commissioners whose departments are involved with facilitating film production locally.

At the meeting yesterday city rules and regulations affecting the film industry were examined in an attempt to modernize, revise, and alleviate them where necessary.

Plan 'Macabre' Drive

HOLLYWOOD, May 7 – John C. Flinn, Allied Artists director of advertising and publicity, is gathering the largest field staff since "friendly Persuasion" to handle the campaign on the William Castle-Robb White production of "Macabre."

To Appoint B-B Units

(*Continued from page 1*)

the committees have been made by Horace Adams, president of Allied States and Ernest G. Stellings, president of TOA. Representatives of TOA and Allied will act as co-chairmen of these committees in areas where both national exhibitor organizations have units. In areas where only one of the national exhibitor organization has a unit a member from that unit will act as chairman.

Those expected to attend the meeting are Abe Montague, representing MPAA; Stellings, representing TOA; Wilbur Snaper, representing Adams for Allied; Solomon Strausberg, president of MMPTA, and Harry Brandt, president of ITOA.

Decca 3-Month Net Amounts to $168,117

Consolidated net earnings of Decca Records, Inc., for the three-month period ended March 31, 1958, amounted to $168,117, after allowing for the company's share of undistributed loss of its subsidiary, Universal Pictures, This is equal to 11 cents per share on 1,527,401 outstanding shares of capital stock.

In the corresponding period of 1957, Decca reported earnings of $974,958, equal to 61 cents per share on 1,602,501 outstanding shares of capital stock.

Museum Fire Fund

The Museum of Modern Art here has set up an Emergency Committee of Friends of the Museum to solicit contributions to restore damage caused by the fire on April 15.

PEOPLE

Paul Behrke, head of the film buying department of Skouras Theatr since 1947, has resigned. Behrk joined Skouras as comptroller in 193 following service in the same capacit with the old Fox Theatre Corp.

□

Karl Hoblitzelle, president of Interstate Circuit, Dallas, has donate $250,000 to the building fund of S Paul's Hospital of that city.

□

Walter Lowendahl, president o Transfilm, Inc., has been named grou chairman for television-film producer in the private firms division of th 1958 Greater New York Fund campaign.

□

Ethel Edell, stylist, has joine Brenon and Morgan Associates as executive director in charge of specia events and activities.

□

Irving Cane has terminated his association with RKO Radio, where he had been sales control manager, hi most recent post in an association o 25 years with the company. He wil announce his future plans shortly.

□

Barney Ross has been named office manager and head booker with Ka Film Exchange, Atlanta. He was fo many years with Warner Brothers. He replaces **Thornton Cox**, who has bee appointed sales representative fo Capital Releasing Corp.

Wilson Succeeds Engel

(*Continued from page 1*)

years, as the result of election and installation at the guild's annual meeting in the Beverly Hilton Hotel.

Outgoing president Engel announced the expansion of the guild's SPG-Jesse L. Lasky Intercollegiate Awards, presented annually to three students who produce the best films made in college cinema departments each year.

Engel said that in addition to medallions, which next year will be presented at the SPG Milestone Award dinner, Buddy Adler has offered to the top student producer a guarantee of at least six months work in the production department at the 20th Century-Fox studios.

Other officers elected at the meeting were: first vice-president, Walter Mirisch; second vice-president, Julian Blaustein; third vice-president, Dick Powell; secretary, Frank McCarthy; treasurer, Pandro S. Berman; first assistant treasurer, Lewis Rachmil; second assistant treasurer, Hall Bartlett.

Newly elected to executive board of the guild were: Blaustein, Rachmil, Adler, Frank P. Rosenberg, Milton Sperling, David Weisbart and William Wright.

EATURE REVIEWS

antrill's Raiders

d Artists—CinemaScope

NORWALK, Conn., May 7
oducer Ben Schwalb and director ard Bernds, working from a nplay by Polly James, have oned an intriguing study of an lmed phase of the War Between States. Moreover, they have as-d some known players, notably Cochran, and some character rmers recognized and respected ction western audiences over the . The combination spells brisk ness.

ntrary to initial assumption, ran is on the right side of the table struggles that ensue in the tive; Leo Gordon, heretofore of orting status, displays an admira- grasp on emoting facets, in the ly contemptible part of Confed- raider Quantrill, a killer more ested in personal gain than the nern cause. Cochran, a Confed- army officer, is ordered to in-te Union lines, contact the no-us Quantrill and stage the now-d raid on the government arsenal awrence, Kan.

ane Brewster and Gale Robbins de the slim line of romantic in-t; stress, and rightly so, is on n, and those aficionados of the gle-and-groan school will find to pleasure them.

keeping with the quality ap-h, producer Schwalb has accord-ne story some handsome Cinema-e-Deluxe color photography.

ning time, 75 minutes. General ification. Release, in April.

A.M.W.

Thing That uldn't Die

ere is a well constructed, taut and bing, and within the limits of its ises, entertaining horror picture. uced and directed by Will Cow-nd ably performed by a compe- if unknown cast, it combines ds of witchcraft, and satanic pos-n in a modern setting which tens the chill and strengthens redibility.

illiam Reynolds and friends Jef-Stone and Andra Martin vacation ranch operated by Peggy Con- and her niece, Carolyn Kear- a girl of strange insight enabling o use a divining rod to "dowse" vater. The party discovers an an- chest, apparently buried by Ma-n when he touched the California s in the sixteenth century. The holds the severed head of a ber of Magellan's crew, beheaded itchcraft, and condemned to re- undead as long as the head is ated from his body.

e head brings all under its spell save Miss Martin, who wears an ancient charm she has found on the ranch. The head finally forces Miss Martin to find the buried body, and by one bloody means and another comes back to full and terrifying life, ended only when Reynolds, who has borrowed the charm, forces the ancient and macabre wizard back into his coffin, whole this time, but disintegrated.

The story plays better than it tells, carrying great exploitation possibilities for the horror picture fan. Designed to play on double bills with the British import "Horror of Dracula," it should serve to fill out a profitable program.

Running time, 69 minutes. General classification. Release, in June.

J. D. IVERS

Edge of Fury

United Artists

The story about the friendy if naive family that takes into its home and befriends a stranger who later turns out to be a psychopath who terrorizes his benefactors is basically the story told in "Edge of Fury," a drama adapted by Robert Gurney, Jr., who also produced and co-directed the film with Irving Lerner, from a novel by Robert M. Coates.

The psychopath in this case is a shy young man who has aspirations to be a painter but who must work in a dull job in a book store in New York to earn his keep. He is aware that he needs psychiatric treatment and has asked a state hospital for assistance since he cannot afford the expense of private care.

The fact that the man is mentally disturbed is known to the audience from the beginning, so the suspense is confined to exactly how much violence he will eventually unloose on his benefactors—a middle-aged woman and her two daughters. The setting—an isolated house on a deserted beach—adds to the ominous atmosphere the directors have sought to build.

Their approach to the subject matter is not that of the conventional thriller. Instead, they have used a semi-documentary technique in which the story is presented as a medical case history with occasional narration by an unseen doctor who is familiar with the facts. This analysis of the dangerous young man, however, is confined to explanations of his behavior after he meets his new friends; how he came to be the way he is remains virtually ignored.

The acting by a cast of unknowns —including Michael Higgins, Lois Holmes, Jean Allison and Doris Fesette—is competent.

Running time, 70 minutes. Adult classification. Release, in May.

RICHARD GERTNER

Television Today

Gerald McBoing Starts Half-hour CBS Show

Academy-Award winning Gerald McBoing-Boing, the animated emcee who uses sound effects instead of words, returns to the CBS Television Network with his "The Boing-Boing Show," Friday, May 23 (7:30-8:00 P.M., EDT).

Featuring original television characters, stories and music by Chico Hamilton and others, "The Boing-Boing Show" will present varied cartoon segments, from short song-pictures and vignettes to longer productions.

"The Boing-Boing Show" is produced for the CBS Television Network by United Productions of America.

NTA Takes Over TV, Radio Stations Here

National Telefilm Associates, Inc., has formally concluded its purchase of television station WATV (Channel 13) and radio stations WAAT and WAAT-FM here. NTA assumed operation yesterday. The stations will be known as WNTA-TV (Channel 13), WNTA and WNTA-FM.

At the closing, held in the Newark offices of Channel 13, NTA acquired 100 per cent of the stock of Atlantic Television, Inc., the corporate owners of the TV station, and the Bremer Broadcasting Corp., owners of the radio properties.

TV Writers Income Up 26% for Fiscal Year

From THE DAILY Bureau

HOLLYWOOD, May 7 – A sharp jump of more than 26 per cent in the income of television writers for the fiscal year ending March 31, is reported by Edmund H. North, treasurer of Writers Guild of America, West, in the annual financial statement to the membership. North also reported a nearly 60 per cent increase in the total net worth of WGAW.

Film Writers Also Do Well

Writers' earnings for the movie industry held surprisingly well, dropping about one per cent. Radio writers earned 21 per cent less than in 1957.

Total capital, exclusive of the fund belonging to the old Screen Writers Guild, is now $138,900.

Factor, Schick Sponsor '20th Century-Fox Hour'

Additional advertisers have signed as sponsors of the NTA Film Network's "Twentieth Century-Fox Hour" program currently being telecast, William M. Koblenzer, director of sales for the network, has announced.

The new advertisers are Max Factor & Co., of Hollywood, and Schick, Inc., of Lancaster, Pa. Both companies will use the network line-up of 63 stations.

Catholic Educators

(*Continued from page 1*)

pastors, superintendents of schools, principals of high schools and elementary schools, rectors of seminaries and teaching sisters, detailing the plans in which CAVE is cooperating.

In a three-part program, Father Mullen, in his letter, asks that announcement of the picture's availability be made from the pulpit, that group showings of the attraction be sponsored via parish meetings and exhibitors be contacted asking them to book "The Song of Bernadette" and assuring them of theatre patronage.

"We know what a good influence The Legion of Decency has been in hurting bad pictures," Father Mullen says in his letter. "Can we now show Hollywood that we will support them when they produce a good picture?"

Father Mullen asked the support of each member in this endeavor, which coincides with the Centennial at Lourdes.

Borrowing a bit of motion picture showmanship, Father Mullen, indicating an awareness of current industry problems, also tells CAVE members in his letter: "Movie exhibitors, badly hit at the boxoffice, are anxious to book pictures in which an interest is shown. 20th Century-Fox is offering "The Song of Bernadette" to exhibitors, keeping it off television and advertising extensively.

"They want to reach Catholics in a more personal way. CAVE is happy to act as a liaison in this important field."

Loew's Reports

(*Continued from page 1*)

tributed the market activity in Loew's to optimistic reports reaching financial circles concerning the company's prospects. The signing of Sol Siegel as studio head, enthusiastic reports on the boxoffice potential of "Gigi" and other upcoming Loew's product, and an increasing belief that moves made by Joseph R. Vogel, Loew's president, in recent months are destined to show up soon in improved earnings, all were cited as contributing to a more favorable financial district appraisal of the company's stock.

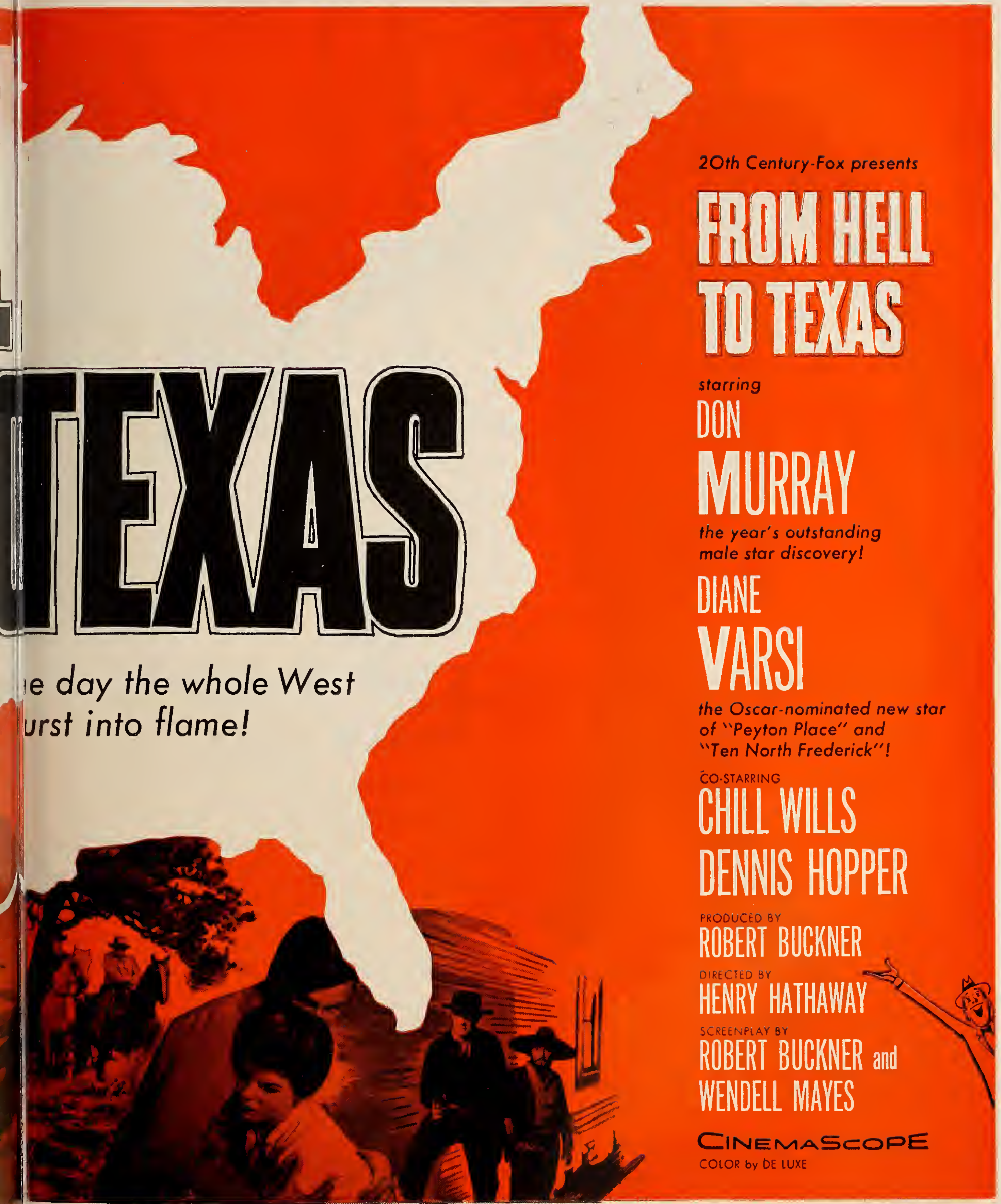
Vogel, accompanied by Robert H. O'Brien, vice-president; George Killion, board chairman, and Louis A. Green, new director, left here for the Coast last night. They will confer with Siegel and Benjamin Thau on production plans and studio operation, returning to New York in time for the premiere of "Gigi" at the Royale Theatre here on May 15.

from one end of the c

they're waiting for

FROM HELL
TO

ntry to the other...



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FROM HELL TO TEXAS

starring

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the year's outstanding male star discovery!

DIANE VARSI

the Oscar-nominated new star of "Peyton Place" and "Ten North Frederick"!

CO-STARRING

CHILL WILLS

DENNIS HOPPER

PRODUCED BY

ROBERT BUCKNER

DIRECTED BY

HENRY HATHAWAY

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the News
That
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MOTION PICTURE DAILY

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VOL. 83, NO. 91 NEW YORK, U.S.A., FRIDAY, MAY 9, 1958 TEN CENTS

Demands Correction

Stellings Hits CBS 'Report' On Movies

TOA President Protests Douglas Edwards Telecast

A vigorous protest to Frank Stanton, president of Columbia Broadcasting System has been made by Ernest Stellings, president of the Theatre Owners of America over a "report" on the motion picture industry televised on the CBS network by Douglas Edwards April 25.

The program, on which Edwards in New York and Bill Stout, in Hollywood, appeared, was prepared, Stellings declared, "as though sensationalism were the only objective." The

(*Continued on page* 5)

CBS Says It Will Give Films' Bright Side, Too

Stories reporting the favorable developments in the motion picture industry will be reported by CBS-TV "when the time seems fitting," John F. Day said, in a reply to Ernest Stellings, Theatre Owners of America president, yesterday.

Day, who was directed to reply for William S. Paley, said the program

(*Continued on page* 5)

Services for Casanave In Rye, N. Y. Tomorrow

Funeral services will be held tomorrow in Rye, N. Y., for Charles L. Casanave, Sr., president and co-founder of the Fred Astaire Dance Studios and motion picture industry veteran, who died at his home in Rye on Wednesday. Services will be at 2

(*Continued on page* 4)

Television Today Page 5

Rhoden, Landau 'Discussing' NT-NTA Association

Discussions of a possible association of National Telefilm Associates and National Theatres are taking place between Elmer Rhoden, president of the west coast circuit, and Ely Landau, chairman of the board of NTA, both parties announced yesterday. "The discussions" the announcement said, "concern whether there would be basis for such an association and whether that association would be to the best interest of both companies and their respective stockholders."

Exhaustive studies of the matter will be made by both parties during the next few months, they declared.

List Merger Meeting To Be Adjourned Again

The twice adjourned annual meeting of List Industries' stockholders which is scheduled to vote on the proposed merger of the RKO Theatres' parent company with Glen Alden Corp., will convene again today and adjourn for another two weeks without taking action.

The third adjournment is being taken to await court decisions in stockholders' actions seeking to enjoin the merger. Briefs in one such action brought by Louis Yeager against List

(*Continued on page* 2)

First Circuit Contributions Made

B-B Campaign Fate Put Up to Exhibition

Lazarus Says Committees Can Do No More, Must Have Money — Or Else

(Picture on page 3)

The industry's business-building campaign cannot get started without money and the responsibility for providing the money is squarely up to exhibition, Paul Lazarus, Jr., chairman of the campaign operating committee, told an audience of several prominent industryites at a luncheon meeting sponsored by Associated Motion Picture Advertisers at the Picadilly Hotel here yesterday, at which he was the honor guest.

"How can you afford not to go ahead with this campaign?" Lazarus asked his audience. "To walk away from it at this point would be as shameful a piece of statesmanship as can be remembered. And we've had some startling examples.

"There is a need for haste as well as money," Lazarus continued.

"Too many people have labored too long and too well on this campaign to abandon it now," he said. "I urge exhibition, 'Put your money where your mouth is' so we can get going."

There was an immediate response from circuit officials present.

Samuel Rosen, executive vice-president of Stanley Warner and Fabian Enterprises, said that his companies

(*Continued on page* 3)

B-B Campaign Support Forms Are Circulated

Associated Motion Picture Advertisers yesterday announced its "enlistment" in the all-industry business-building campaign and urged the enthusiastic support in the campaign, as well, "of every man and woman engaged in any division of our great art-industry for the mutual benefit of all of us."

Forms placed at each table at AMPA's luncheon yesterday at the Picadilly Hotel here urged each guest and his organization to enlist in the campaign by signing a pledge to:

(*Continued on page* 3)

Plan Festival to Publicize N. Y. As Center for Film Production

(Picture on page 4)

Procedures for facilitating motion picture production in New York City are in work and a film festival, in conjunction with the city's annual Summer Festival, to publicize the city as an outstanding center for film production is being planned for this summer.

Stanley H. Lowell, executive assistant to Mayor Robert Wagner yesterday announced a broad series of moves, planned in cooperation with the officers of the Film Producers Association of New York, at a press conference at the Hotel Manhattan. The moves include:

A re-examination and, if necessary, revision of the pertinent municipal codes covering licensing and permit procedures for shooting on location in the city;

A re-affirmation of police cooperation, including a single contact for

(*Continued on page* 4)

Selectivision Hearing Scheduled Wednesday

Selectivision, Inc., Forest Hills pay-television enterprise, its president J. T. Hamilton, and his assistant, Bernard L. Goldenberg, were ordered yesterday to show cause in New York Supreme Court on May 14 why they should not be temporarily enjoined against doing business in New York State.

The action by N. Y. district attorney Louis J. Lefkowitz was the latest

(*Continued on page* 5)

Industry Officials Hit UA Post-'48 Sale to TV

Strong criticism of United Artists recently sale of 65 post-1948 feature films to television is voiced in a "New York Herald Tribune" story which quotes officials here and on the Coast as being firmly opposed to the sale of post-1948 product to the sight-and-sound medium.

Among those expressing their disapproval were Buddy Adler, Spyros P. Skouras, Abe Schneider, Sol Siegel and Samuel G. Engel.

Said Skouras, president of 20th Century-Fox: "The major studios today are fighting for their existence. We at Fox have a production sched-

(*Continued on page* 3)

PERSONAL MENTION

MARTIN S. DAVIS, executive assistant to **Jerry Pickman**, Paramount advertising-publicity vice-president, left here yesterday for Hollywood.

•

David Bader, Atlantic Television vice-president, has returned to New York following a trip to key cities of the West Coast.

•

Barney Scholz, formerly of Altec Service Corp., has returned to New York after a six-week trip to the West Coast.

•

Lee Phillips has arrived in New York from Hollywood.

•

Robert Stevens, television director, is in San Francisco from Hollywood.

•

Jacob H. Karp, executive assistant to **Y. Frank Freeman**, Paramount vice-president, left Hollywood by plane yesterday for New York.

Amateur Photographers' Contest for 'Ten North'

Amateur photographers between the age of 12 and 18 will be given the chance of joining New York's professional press corps in covering the May 22 benefit premiere of 20th Century-Fox's "Ten North Frederick," at the Paramount Theatre here. The charity debut is being sponsored by the National Conference of Christians and Jews.

The winning photographer will be chosen from amateur lensmen who submit the best single candid photo of any subject to the film company. The winner will be given an honorary press card for the night, loaned professional camera equipment for the premiere, and will stand alongside the prominent newspaper, wire service and national magazine photographers as they photograph the celebrities.

Photographs will be processed and exhibited in the lobby of the Paramount during the engagement of the picture. Judges for the contest will be Paul Schumach and Kas Heppner, veteran news photo cameramen.

Mirisch Signs Lemmon

HOLLYWOOD, May 8 — Jack Lemmon has been signed by the Mirisch Company to co-star with Marilyn Monroe and Tony Curtis in "Some Like It Hot," comedy of the 1920's which Billy Wilder will produce and direct.

Boston Common Garage Is Seen Near Reality

Special to THE DAILY

BOSTON, May 8.—The long-talked about garage to be built underneath Boston Common appears now to have a good chance of becoming a reality. Downtown theatre owners and managers have been demanding the project as a necessity to give their business a "shot-in-the-arm."

Parking facilities in this city are considered the worst in the Commonwealth, and the lack of space has always been a severe hindrance to potential theatre patronage. The proposed underground garage would accommodate 2,000 cars. It is in the heart of the theatrical district and only a few steps away from shops and restaurants.

Loan Seen Assured

Governor Furcolo's proposal for a Massachusetts Parking Authority to build the garage has virtual assurance of an $11,000,000 private loan necessary to carry out the construction, it was learned. It is also reported that the Prudential Insurance Co. of America, now building its own huge center in the Back Bay, has a "certain commitment" for the loan. Furcolo has submitted a 26-page legislative proposal to both branches urging immediate enactment to revitalize retail trade in the downtown sector. The bill is expected to come up or a public hearing shortly.

AA Death-from-Fright Policies at 10 Millions

From THE DAILY Bureau

HOLLYWOOD, May 8 — Allied Artists has passed the ten million mark in distribution of $1,000 insurance policies protecting theatre-goers against death from fright while attending showings of "Macabre."

The policies are being distributed at all public gatherings. One million have been shipped to Chicago for the film's opening there on June 6.

'Dracula' Brings $1,682

"Horror of Dracula," the Hammer Film Production for Universal-International release, had its world premiere at the Warner Theatre in Milwaukee yesterday and the company reported it opened to "smash" business, rolling up $1,682. This was called one of the top figures for the year for the house.

Para. Signs for 12

HOLLYWOOD, May 8.—Paramount Pictures announced today it has signed a deal with Martin Jurow-Richard Shepend Productions for it to produce 12 films for Paramount release over the next six years. The independent unit will start work on the first film under the deal early in 1959.

Rubin Installed Head Of Boston Cinema Lodge

Special to THE DAILY

BOSTON, May 8.—Harold Rubin of Brookline was installed as president of the Boston Cinema Lodge (formerly the Century Lodge) of B'nai B'rith at the annual meeting and election of officers. Carl Goldman, executive secretary of Independent Exhibitors, Inc., was elected first vice-president, and Emanuel Youngerman, United Artists sales manager, third vice-president. Trustees for another term are Edward W. Lider, E. M. Loew, Arthur Lockwood, Theodore Fleisher, Samuel Pinanski, Michael Redstone and Philip Smith.

Rosenberg-Coryell Signs With Curtis-Brown, Ltd.

From THE DAILY Bureau

HOLLYWOOD, May 8.—The association of the literary agency of Curtis-Brown, Ltd., of New York and the Rosenberg-Coryell Agency here was announced. Under the terms of the arrangement, Rosenberg-Coryell becomes the exclusive west coast representative of literary properties and authors represented by the New York organization.

Contracts were signed by Alan C. Collins, president of Curtis Brown, and Bob Coryell, who has just returned from New York where details of the inter-agency arrangement were settled.

'Gigi' Is Invited to Cannes Film Festival

"Gigi," an Arthur Freed production released by M-G-M, has been officially invited "Hors Concours" by the directors of the Cannes Film Festival and will be exhibited May 18, the closing night. The honor was bestowed last year on "Around the World in 80 Days."

This marks the first time in the history of the Cannes Film Festival in which one company is participating with two pictures, M-G-M's other entry being "The Brothers Karamazov," the official American entry at the Belgian festival.

'Gigi' Advance $50,000

The advance ticket sale for "Gigi," which opens Thursday at the Royale Theatre as a reserved seat attraction, has passed the $50,000 mark, M-G-M reported yesterday.

Israel Zerinsky Dies

WINCHENDON, Mass., May 8.—Israel Zerinsky, of Winchendon, the father of New Hampshire exhibitors Robert and David Zerinsky, died at his home here following a lingering illness.

List Merge

(*Continued from page 1*)

and Glen Alden were filed yesterc in U.S. District Court here.

Decisions are being awaited a in an action brought by Samuel C bert against Glen Alden in Kin County Supreme Court, and anoth Farrs vs. Glen Alden in Federal Co at Wilkes-Barre, Pa. A fourth acti was filed last week in Delaw chancery court at Wilmington.

O'Brien, Driscoll & Raftery is co sel for List Industries in the actio

Reopens Troy House As Art Theatre

Special to THE DAILY

TROY, N. Y., May 8.—John Capa has taken over and reopened American in Troy, as an art theat Closed for five years, after long-ti operation by the old Warner circ and by Stanley Warner Corp., 600-seater recently was turned b by the latter to the owner. This curred at expiration of a lease.

Capano, who also owns the St in Troy, then began negotiations assume operation. His admission r is 90 cents for adults. The house is a schedule of evenings only, exce Saturdays and Sundays.

Sign for 'Pacific' at Elmwood in Providenc

A deal was signed in the offices Magna Corporation here for the sho ing of "South Pacific" at the Elmwo Theatre, Providence, R. I. Larry H man, general manager of the Snid circuit, owners of the Elmwood, ca here to arrange the booking.

"South Pacific" will open in Pro dence for its second New England e gagement as soon as a print is ava able. The Elmwood Theatre has j completed a 29-week engagement "Around the World in 80 Days" f a record gross of $152,000.

U.A. 'Holiday' Party

United Artists will be host on Tu day at a "Paris Holiday" cockt party in the Grand Salon aboard t Ile de France at the French Line pi here.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"MARJORIE MORNINGSTAR"
Starring
GENE KELLY • NATALIE WOOD
A Warner Bros. Release • In WarnerColor
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

JA's TV Sale

(*Continued from page* 1)

e of $55,000,000 for the coming ear, backing up all our faith in the ture of movies.

"This kind of sale will hurt us, ecause it places movies in the posion of competing with movies. It is detriment to the industry at large." Schneider, president of Columbia cture, declared: "I am strongly opposed to selling any post-1950 motion ctures for use on television. What e future holds in store no one ows, but as long as we are able we ill oppose such a move."

"I am adamantly against this sale," id Buddy Adler, it's a horrible ing, which will have an adverse fect on our business."

Sol C. Siegel, production head at -G-M, observed: "We are firmly gainst any such sales to television and lling these pictures at this time is a eat disservice to the industry. We e going into production now with uite a few pictures which can compete on their own with any other ms, but exhibitors will be hurt by e sale of more motion pictures to levision.

"Despite TV competition, the gross the first-rate pictures are high toay and will continue to be so, but e small exhibitor is likely to be hurt. herefore, from our standpoint, we do ot contemplate selling any post-1948 - later pictures to TV and we delore the practice."

Samuel G. Engel, president of the reen Producers Guild declared: The Screen Producers Guild opposes e distribution of post-1948 pictures r exhibition on TV. It unqualifiedly jects the fallacious argument that hibition of these pictures on TV is ot harmful to the entire motion picre industry.

et 'Old Man' LP

Columbia Records will distribute e LP original sound track album ased on the musical score of Warner ros.' "The Old Man and the Sea." he musical score was composed and onducted by Dimitri Tiomkin.

3 Past-Presidents of MPA Attend Luncheon

Thirteen past-presidents of Assoiated Motion Picture Advertisers were troduced to the capacity audience at esterday's luncheon meeting on the dustry business-building campaign. mong them was Pat Parsons, introuced as "the oldest living past-preslent of AMPA."

Others present were: Glen Allvine, onroe Greenthal, George Harvey, ordon White, Leon Bamberger, Vinent Trotta, Martin Starr, David ader, Lige Brien, Max Youngstein, aurice Bergman and Paul Lazarus.

M.P. DAILY picture

***AMPA'S TRIBUTE** to business building (and Paul Lazarus) yesterday brought to the dais in addition to Lazarus, speaking, Sol Strausberg, Wilbur Snaper, Max E. Youngstein, Charles McCarthy, Ralph Hetzel, Maurice Bergman, Robert Montgomery, Harry Brandt, Edward Hyman, Alex Harrison, Robert Coyne, Sam Rosen, Leopold Friedman, and Herman Robbins.*

B-B Drive Put Up to Exhibitors

(*Continued from page* 1)

are "happy and proud to get behind this campaign to promote the industry and to get more people to go to theatres. The only thing we're against is the selling of any more of our films to television. Ernest Stellings, (Theatre Owners of America president) has talked quite a bit about providing funds for this campaign. As a representative of TOA, I feel the time has come for me to put up or shut up."

Rosen then said it had been estimated that the contributions of Stanley Warner and Fabian Enterprises' theatres would amount to $60,000 and presented a check for the first installment to Maurice Bergman, co-administrator with Charles E. McCarthy of the campaign.

$5,000 from RKO Theatres

A check for $5,000 was presented by Harry Mandel on behalf of Sol A. Schwartz, president of RKO Theatres, as partial payment of that circuit's contribution.

It was announced that a check for more than $4,000 had been received from Stellings' theatres.

Harry Brandt, head of Brandt Theatres and president of Independent Theatre Owners Association of N. Y., who had presented the first circuit contribution to the campaign at the April 15 COMPO membership meeting, reminded the gathering that this industry "cannot expect anyone else to do for it what it must do for itself."

"I call on the exhibitors of the U. S. to make a theatre-by-theatre canvass as we are doing in New York to get in campaign contributions. The poor financial condition of the theatres is no excuse. We're on the way back and must help ourselves, and we must do it as quickly as possible. I do not think the criticism of exhibitors as laggards in these matters is warranted."

Hyman Optimistic

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, recalled that in originally promising its support to the b-b campaign AB-PT urged that it not be started "unless there was quality merchandise on the exhibitors' shelves on a continuous basis during such a campaign. For what good is the spending of substantial sums of money on campaigns to get people into our theatres if, when they go, they see inferior attractions?"

It was with this in mind, Hyman said, that Leonard Goldenson, AB-PT president, and he had campaigned over the past two years for orderly distribution of quality product. In meetings with exhibitors across the continent in recent months, Hyman said it was apparent that there has been a revitalization of showmanship on the local level and with the attainment of "a fair measure of orderly distribution with all signs pointing to a continuous improvement in that direction."

Calls It 'Obsolute Necessity'

As a result, Hyman said, AB-PT is giving its wholehearted support to the b-b campaign. "I feel it is an absolute necessity," he said, "and when the various activities now going on at the local level are tied in with this campaign there can be no question that not only will traffic at the box office be substantially increased but we will have satisfied patrons also."

In addressing the gathering Lazarus noted that this is the second anniversary of the start of work on the industry business-building campaign and reviewed its progress and lack of it from the beginning up to its precarious present.

Radio Drive to Start July 1

He related that the radio promotion phase of the campaign is scheduled to start July 1 and to cost $300,000. It will be followed Sept. 1 by a $900,000 newspaper campaign and a public relations program budgeted at $150,000. Total cost of the campaign, including the Academy Awards telecast and administration, is $2,300,000. Of this amount, exhibition is counted upon to provide half, contributing on the basis of one-half of one per cent of 1957 film rentals. Distribution matches exhibition contributions dollar for dollar.

"We've gone as far as we can," Lazarus said for the committee.

On the dais at the luncheon were Wilbur Snaper, Charles McCarthy, Ralph Hetzel, Max E. Youngstein, Bergman, Lazarus, Brandt, Robert Taplinger, Herman Robbins, Robert Montgomery, AMPA president; Hyman, Sol Strausberg, Rosen, Alex Harrison, Robert Coyne, Leopold Friedman and Sol A. Schwartz.

'Need for Haste and Need For Money,' Lazarus Says

"If we believe in our own business and in its future, we have to move forward with its business-building campaign, and do it quickly," Paul Lazarus told the capacity AMPA luncheon audience here yesterday.

"Now is the best time to do it," he added. "We have unity today. The distribution lambs lie down with the exhibition lions and the oil of Allied mixes with the water of TOA."

Radio Stations

(*Continued from page* 1)

with radio advertising and promotional ideas that have proved successful in stimulating theatre attendence in markets of all sizes in the U.S. In turn RAB members will supply exhibitors with case histories on the employment of radio for film advertising.

Bulletins Being Mailed

Plans for the radio "educational" program are outlined in a five-page bulletin now being received by members of RAB.

Radio Stations Mapping Local Film Campaigns

Radio Advertising Bureau, Inc., a radio industry service organization with members all over the U.S., has launched a program to acquaint its members with facts about the motion picture industry in preparation for local tie-in campaigns in the business-building program.

The radio men will be told about the problems facing theatre exhibitors today and will also be given a rundown on the business-building campaign, "as outlined to RAB by film industry executives planning the national promotion."

RAB will also supply its members send in ideas and suggestions to the campaign operating committee; to talk up the campaign among business associates and friends; to talk only "up-beat" about the industry, its pictures and theatres; to strike back with facts to stop damaging statements, in short, for each signatory "to run (his) own individual 'business-building' campaign."

Det. Variety Makes Plans

Special to THE DAILY

DETROIT, May 8.—The crew of Tent No. 5 has voted approval of the following projects:

$7,500 is to be withdrawn from The Heart of Variety Fund and will be used to send 150 under-privileged children to the Detroit Recreation Camp at Brighton, Mich., which is operated by the Department of Parks and Recreation. The children will be selected via a merit contest to be conducted on the 400 city playgrounds by the department in the coming months and will be sent from Aug. 11 to Aug. 26.

'Welcome Home' on June 2

A "Welcome Home!" is to be staged at the Club June 2 to greet the delegation to the International Convention just held in London. It will take the form of a buffet supper and general meeting.

Permission was granted to the women's auxiliary, the Barkerettes, to use headquarters to stage a spring party June 7.

Plans were further developed for the annual day-and-night golf, swimming and cain-raising party at the Tam O'Shanter Country Club June 30. Tickets this year will be priced at $11; as always there will be hundreds of valuable door-prizes. Chief Barker William M. Wetsman was authorized to proceed with the purchase of a steel blue convertible Chevrolet Impalla in connection with the event.

Gifts Acknowledged

The minutes noted acknowledgement of a gift to recuperating Barker Ernie Conlon, and from the family of the late Walter Norris. Individual barkers have made contributions to the Heart of Variety in his memory.

Mrs. Twyman, McIntosh In New MPAA Posts

Margaret Gessner Twyman has been named director of the community relations department of the Motion Picture Association of America. Mrs. Twyman joined the association last October and has served as assistant director of educational and community services.

J. Stanley McIntosh, who served as director of the educational and community services department, will now devote himself exclusively to the industry's educational relationships as executive director of Teaching Film Custodians, Inc., and as education consultant to the MPAA.

Mrs. Twyman will be responsible for all new organizational contacts and the further development of existing programs which include Film Estimates Board (Green Sheet Reviews), the Children's Film Library and cooperation with the National Federation of Motion Picture Councils.

M.P. DAILY picture

At yesterday's press conference on city production: Stanley Lowell, Nat Zucker, and Wallace Ross.

Plan N. Y. Production Festival

(*Continued from page 1*)

the entire city through the Chief Inspector's office;

A modernization of fire prevention regulations to recognize the changeover to safety film from nitrate;

An attempt to clarify other municipal codes in areas such as the city sales tax; and

Pledge of Cooperation Included

A pledge of cooperation from the city in the staging of an international film festival or fair in New York late this summer.

Both Lowell and Nat Zucker of Dynamic Films, president of the FPA, emphasized that the moves being made, which will be explored by sub-committees of a committee of city officials and FPA members, are not being done as a result of complaints of lack of cooperation but rather to create a more "affirmative, attractive atmosphere for the industry in New York." Lowell stressed that Mayor Wagner was particularly interested in fostering the motion picture industry in the city.

Talks Held Previously

The announcement followed a City Hall meeting arranged by Lowell at Mayor Wagner's request between representatives of the FPA and city commissioners of departments involved with motion picture production. This City Hall meeting, which took place Wednesday, was presided over by Lowell, and was attended by: Police Commissioner Stephen P. Kennedy, Deputy Police Commissioner for Community Relations Walter Arm, Chief Inspector Thomas Neilson, Inspector John King; Deputy Fire Commissioner Harry P. Morr; Chief Thomas J. Hartnett of the Bureau of Fire Prevention; Building Commissioner Barnard J. Gillroy; Armand D'Angelo, Commissioner of Water Supply, Gas & Electricity; Deputy Commissioner Vincent J. O'Shea of the Department of Commerce and Public Events; Edward J. Sharsky, Assistant to the Commissioner, Department of Traffic; Louis Cioffi, Commissioner of Borough Works, Manhattan, and representatives of the Boroughs of Queens and Richmond; and Leo A. Larkin, first assistant corporation counsel for the City of New York.

Representing the FPA were its president, Nathan Zucker, board members F. C. Wood, Jr. and Peter J. Mooney, chairman of the civic committee David I. Pincus and committee members Hi Brown, Martin Poll and Louis Feldman, and Wallace A. Ross, public relations counsel.

Subcommittee to Make Plans

Plans for the Film Festival will be pushed by a subcommittee including representatives of the city's Department of Commerce and Public Events, the Convention and Visitors Bureau, and the FPA which will report within a week on tentative plans. These envision at the moment, an international festival at which films of all types will be shown by invitation. The possibility of using many of the films being shown at the Brussels World's Fair is being considered.

The city would participate by allowing the use of its facilities but would not contribute financially. "The film industry in New York needs no subsidy," Lowell declared. Zucker heartily concurred.

Seek New Street Permit

With respect to present licensing and permit procedures for filming on location in the city, Lowell has arranged for a committee comprised of representatives of the police department, park department, commerce department, and the film industry and television networks to draw up a motion picture production permit form that would supersede a present, cumbersome "street fair" permit. It would take into consideration postponements because of inclement weather, a need for uniform permission to film on the streets and the city's squares and parks, less stringent requirements for smaller film crews than for extravaganza or large production setups, and possible simplification of procedure.

At present nine copies of the permit application must be filed and new ones made for each location, ev across the street.

A committee has also been esta lished to modernize fire preventio regulations at film studios, to take in account the prevailing use of safe film as opposed to the old nitrate fil

Police Commissioner Kennedy, D puty Commissioner Arm and Chi Inspector Thomas Neilson have a ranged for the industry to clear i activities through the single office Chief Inspector Neilson. The Chi Inspector's Office then advises Bo ough Police Commanders of fort coming activity. Lowell echoed a r quest by Commissioner Kennedy f more advanced planning, if possibl by producers.

Lowell announced that sales ta clarification might have to awa similar clarification in the televisio industry, but that the city's film pr ducers could look forward to ear meetings with the Controller's offic

Casanave

(*Continued from page 1*)

o'clock at the William H. Graha Funeral Home.

In 1946, Casanave entered into agreement with Fred Astaire to op a national chain of dance studios be ing the famous dancer's name. Ca nave became executive vice-preside with Astaire as president. In 19 Casanave became president a Astaire board chairman of the ganization.

Born in Chicago, Casanave start in show business as an actor. He so entered film sales and served in ma agerial capacities in the Chicago a with practically all the pioneer co panies including Biograph, Pat Essanay, Mutual, General and Vi graph.

Had Cleveland Exchange

Later he owned and operated own film exchange in Clevela Ohio. Upon returning to Chicago, became branch manager for Unit Artists films, following this with se eral years of theatre operation w Interstate and also Associated The tres.

Coming to New York City, he b gan operations as an executive own of the American Display Compa He then organized the accessories vision of National Screen Service, b came vice-president and general ma ager and continued until 1942. I then became an independent film pr ducer and distributor, founding Cas nave-Artlee Pictures, Inc., Casana Pictures and Sixteen M.M. Pictur Inc. Other film interests up to 19 included executive management Motion Picture Sales Corp., Lion Pictures Corp. and Capa Productio

He was a member of the Moti Picture Pioneers, the Westchest Country Club and an early memb of the Associated Motion Picture A vertisers.

Surviving are his wife; three son Charles L. Jr., Chester F., and D Sheldon; a daughter, Mrs. Gloria J Cease; two brothers: Herbert a Ferdinand.

;tellings Hits CBS 'Report'

(*Continued from page 1*)

'A head especially objected to Ed-rds' opening line of the program ich was "The movies are broker n ever."

Demanding that in the interests of rness a correction be made on an ly news program, Stellings in his ter took up Edwards' facts point point and refuted them in the ne order.

The telecast, Stellings said, "made comparison of the number of thea-s in 1929 against 1958 as evidence it the industry is 'broker.' I should to point out that compared with 23,334 theatres in 1929 there re only 15,273 in operation in 35, during the height of the de-ssion; that this climbed to 18,631 1948 and decreased only very ghtly in the ten years from 1948 1958. This is hardly evidence of ng 'broker'."

Wall Street Journal Quoted

The letter then cited recent articles the "Wall Street Journal" quoting ures showing increased attendance s spring at theatres; in the N. Y. erald Tribune" declaring that "mo-s are still the most popular enter-nment medium of our era"; and m the "Value Line" saying that "television . . . no longer presents an insurmountable barrier to the growth of the movie industry."

Stellings quoted other healthy indications including United Artists' recent report showing its highest net and gross in seven years; Leonard Goldenson's report to American Broadcasting - Paramount Theatres stockholders citing a rising attendance curve; a similar report by Sol Schwartz, president of RKO Theatres; and the recent Loew's report of a probable 16-week period ended March 13.

Sees Great Harm as Result

"I could cite innumerable other instances," the TOA head said, "to show that the movie business and the theatre business is far from 'broke' as was the impression given on the telecast—an impression which, I am sure you will agree, can only do immeasurable harm to our industry if it stands uncorrected. May I therefore, again, ask that corrective action be taken by CBS Television in the interest of fair play."

Copies of the letter went to Edwards, Malcolm Johnson, assistant news director for the network, and Louis C. Cowan.

;xpect 1,000 for 'Paris' ow at Astor Tonight

One thousand celebrities, social iders, and "just plain ticket buyers" ll be at the Astor Theatre tonight honor Bob Hope at the charity pre-ere of his new comedy, "Paris Holi-y." The event is being held for the nefit of the Hospitalized Veterans rvice of the Musicians Emergency nd.

Many of the notables will go to the aldorf-Astoria Hotel following the emiere, for a supper dance and hion show in the Sert Room. The nerican designer, fonTayne, will in-duce her new line as one of the ghlights of the gathering.

Among those who will be on hand Tallulah Bankhead, Red Buttons, k Carter, Bob Mathias, Martha ott; also, Joey Adams, Steve Allen, ana Barrymore, Igor Cassini, Rita m, Paul Hartman, June Havoc, rl Malden, Roddy McDowell, Jan urry, Otto Preminger, Ginger Rog-, Toots Shor, Greta Thyssen and g Young.

acation in August

WASHINGTON, May 8. – The deral Communications Commission nounced it would again take its an-al August vacation, with no hear-gs or oral arguments scheduled that onth.

cquire 'End of Line'

Jerome Balsam Films here has ac-ired western hemisphere rights to full-length feature entitled "The d of the Line."

CBS to Stellings

(*Continued from page 1*)

to which Stellings objected was shot "by our Los Angeles Bureau and was first used on KNXT. The figure about the relative number of movie houses came from the motion picture industry," Day's letter said. "Our bureau manager and his staff had noticed the large number of uses to which former movie houses had been put, and that was the whole point of the story, as illustrated in the film.

"This story made no effort to report the full scope of the revolution in the motion picture industry, and as a matter of fact we could not possibly report in such scope on any Edwards news show.

"We have had stories on the Edwards show in the past which dealt with one or another facet of the motion picture industry. Beyond any doubt whatever we will have others, some of which you will undoubtedly like much better than you did the one in question.

"Certainly, if we had only stories dealing with the troubles of the motion picture industry and never gave any of the other side, you would have a legitimate complaint, but I am certain you will find that is not the way we handle the news. We will check other aspects of the movie industry—as for example the great success of some current releases—and will report these when the time seems fitting."

Joins ABC Radio Net

Radio station KIMA, Yakima, Wash., has become an affiliate of the ABC Radio Network. General manager of KIMA is William B. Hansom.

Television Today

Set Radio, TV Program On Columbia Twin-Bill

Special to THE DAILY

BOSTON, MAY 8.—A large campaign on television and radio in the Boston and New Haven exchange territories has been set by Columbia Pictures in support of the mass openings of its twin-bill, "The Case Against Brooklyn" and "Let's Rock!" in more than 225 New England theatres starting May 14.

Nine television stations will be employed for the saturation spot campaign during the seven-day period beginning May 9 and the 30 affiliated stations of the Yankee radio network will be used for seven-day periods beginning five days before the key openings in each of the 30 areas.

Selectivision

(*Continued from page 1*)

development in the case against Selectivision which began in March with the filing by Lefkowitz of charges that "fraudulent" literature was being used to promote the company's stock. P. J. Gruber & Co., stock brokers, were named in the charges, and the original restraining order against the sale by Gruber of Selectivision stock has been continued.

In the action yesterday Selectivision and its officers were also ordered to show cause why a receiver should not be appointed for any property secured by them "through the fraudulent practices alleged in the complaint."

One Man's TViews

By Pinky Herman

RONNIE DEAUVILLE, the courageous young singer who was stricken by polio and is winning his fight against the disease, is currently in New York where he'll guestrill Sunday, May 18 on the "Steve Allen Show." Ronnie's appearance some time ago on Ralph Edwards' "This Is Your Life" program, won the hearts of TViewers everywhere and deejays latched onto Ronnie's Era Album "Smoke Dreams" zooming the sales skyward. . . . Promotion director Gene Levy of Camera Equipment proved very helpful recently to Hong Chan, president of Sudo Films, Ltd. of Seoul, Korea and his American rep, Huan Mao of the Wah Chan Co. when Chan was in Gotham. Gene promptly forgot the incident but not so, Chan. The grateful filmogul, with customary Oriental courtesy, wrote a beautiful letter of thanks and invited Gene to visit Korea. . . . Mort Fleischmann of Al Rylander's promotion staff at NBC, recuperating at the Harkness Pavilion (Medical Center in New York) from a leg injury. . . . Walter (The Real McCoys) Brennan will pay a friendly visit to Tennessee Ernie Ford next Thursday. Seems like Ernie, after spending 2 weeks with the big city slickers in New York, should be ripe for "easy pickins." This show could easily prove to be a rootin-tootin-hootinany, by crickey. . . . Eddy Manson's original Harmonicapers, will be seen and heard in a new series of telecommershills skedded for filming by J. Walter Thompson for Scott Paper.

☆ ☆ ☆

Big talent, big show big HEART. That to us at least describes Dave Garroway. The man of "Peace" received a letter from one of his fans, Mrs. Charlotte Marsh of Los Angeles, saying she'd love to see her son, Ed, who left home two years ago for New York during which time he was musical director at the Putnam Playhouse, skated on the Roxy Stage and is currently off-stage pianist at the dramatic hit, "Dark at the top of the Stairs." As a Mothers' Day gift to Mrs. Marsh, Dave invited Ed to appear on his "Today" show this morning to serenade her with "Look Mom, see me playing piano for you." It's little things like this which makes Big news to little guys like us. . . . On Tuesday, May 27, in the "The Right To Choose" episode of the "West Point" telefilm series on ABChannel 7, Bob Gothie as "Jim Stratton" falls in love with Gloria Talbot who portrays "Carol Bridgeman." Of course if the make-believe "Carol Bridgeman" is as sweet and gentle, loveable and talented as the real Carol Bridgeman (ASCAP Index Department) then the reason for Stratton falling in love is quite understandable.

Dave Garroway

TODAY AND TOMORROW

Invitational Preview
of one of the most
eagerly awaited films of the year

Victoria Theatre

Friday
May 9—4 pm

Saturday
May 10—10 am

The Vikings

starring
Kirk Douglas · Tony Curtis · Ernest Borgnine · Janet Leigh
with James Donald · Alexander Knox
Screenplay by Calder Willingham · Adaptation by Dale Wasserman
Based on the novel "The Viking" by Edison Marshall
Produced by Jerry Bresler · Directed by Richard Fleischer
A Kirk Douglas Production · Technirama® and Technicolor®

Watch for announcements of similar special previews in Los Angeles and other cities.

THRU
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All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 83, NO. 92 NEW YORK, U.S.A., MONDAY, MAY 12, 1958 TEN CENTS

Includes Library Sale

Para. Quarter Income Hits $8,352,000

Net Earnings for Period Are Estimated $1,405,000

Net earnings from operations of Paramount Pictures Corp. for the first quarter of 1958 are estimated at $1,405,000, the company reported at the weekend. The net income for the period was $8,352,000 after special income of $6,947,000, representing installment sale of the Paramount film library to Music Corporation of America and other special transactions, after deducting applicable Federal income taxes.

Net earnings from operations for the corresponding period the preceding year were $1,299,000. There was

(*Continued on page* 2)

U-I, Bryna Sign Deal to Produce 'Viva Gringo'

Kirk Douglas' Bryna Productions at the weekend became the first independent film outfit to sign a financing and distributing deal with Universal-International, under the latter's newly adopted policy of such pacts.

In a statement issued with the an-

(*Continued on page* 2)

Johnston 'Man of Year' In Foreign Trade

Eric Johnston, president of the Motion Picture Association of America, has been chosen "Man of the Year in Foreign Trade" by the Foreign Trade Society-Propeller Club of New York City College's Baruch School for his "contribution toward greater un-

(*Continued on page* 2)

Television Today Page 4

Report Actions in Denmark, Spain, Thailand Favorable to U.S. Firms

From THE DAILY Bureau

WASHINGTON, May 11—Recent developments favorable to the U.S. motion picture industry in its dealings abroad have been reported to the office of the Motion Picture Export Association here, it was learned at the weekend.

In two instances the actions relate to opening the way for American films to play in countries where they have been boycotted completely or have been having difficulties in fixing terms.

From Spain it is reported there now exists an oral agreement which will enable exhibitors there to stop boycotting U.S. pictures. No American films have been shown in Spain for several years except for those already

(*Continued on page* 2)

Vote $97,000,000 For USIA Operations

From THE DAILY Bureau

WASHINGTON, May 11. – The House Appropriations Committee voted $97,000,000 for the operations of the U.S. Information Agency in the year starting July 1.

This would be $1,900,000 more than the agency had for the current year, but $8,000,000 less than it requested. The House is unlikely to restore any of this money, and U.S.I.A. officials will have to turn to the Senate for help once again.

Of the $105,000,000 originally sought by the agency, $6,433,700 was

(*Continued on page* 2)

List Merger Meeting Adjourned to May 23

The annual meeting of List Industries' stockholders, which is scheduled to vote on the proposed merger of the RKO Theatres' parent company with Glen Alden Corp., convened for the third time on Friday and then adjourned two weeks until May 23 without taking action.

The third adjournment was taken to await court decisions in stockholders' actions seeking to enjoin the merger. Glen Alden also met on Friday and adjourned until the same date.

Extend Rhoden NT Pact For an Additional Year

From THE DAILY Bureau

LOS ANGELES, May 11 – Elmer C. Rhoden's contract as president of National Theatres, Inc., has been extended for an additional year by the company's board of directors, effective June 1.

A spokesman for the circuit, making the announcement, said: "Mr. Rhoden has an employment contract, executed

(*Continued on page* 2)

Bob Hope Honored at 'Holiday' Bow Here

New York premiere festivities for "Paris Holiday" were capped Friday night by the presentation to Bob Hope of the annual merit award of the Hospitalized Veterans Service of the Musicians Emergency Fund. Hope re-

(*Continued on page* 2)

Detroit Theatre Employees Offered Cash Prizes For Ideas to Help Promote Local B-B Campaign

Special to THE DAILY

DETROIT, May 11—As part of the local business-building program the Metropolitan Exhibitors of Detroit are offering cash prizes to theatre employees for promotional ideas and suggestions as to how they can help out themselves by promoting goodwill.

The program is explained to the employees in a four-page pamphlet describing all aspects of the promotion and including stills from top pictures now showing in local theatres. The pamphlet boasts that "eyes of the motion picture industry are fastened on Detroit!"

Finally it offers this slogan: "Develop an outgoing personality . . . Go out to a movie—tonight!"

Hearing Held

Court Insists Loew Divorce Must Proceed

Justice Dep't. Proposes New Date, Aug. 31, 1959

Tentative explorations by attorneys for Loew's to ascertain what prospects there might be for averting full divorcement of the theatre company from the producing-distributing companies came up against a solid wall in Federal District court here last week.

Federal Judge Edmund Z. Palmieri early in the hearing agreed with Department of Justice attorneys that the court should not abrogate the divorcement order but, rather, should concern itself with how best to carry it out. Loew's, thereafter, did not press the issue of maintaining its status quo, either permanently or indefinitely, observers reported.

Justice Department officials proposed that Aug. 31, 1959, the end of Loew's next fiscal year, be set by the court as the new date for completion of the divorcement. Neither Loew's pictures nor Loew's Theatres' attorneys objected and the court gave both sides until May 19 to submit findings, following which he will

(*Continued on page* 2)

Loew's Stock at Another High; Demand Is Heavy

With plenty of market interest remaining on Loew's, the company's stock was run up to another new high for 1958 of 17⅜ on a turnover Friday of 37,700 shares. In six trading days the stock advanced more than three points and was one of the most active

(*Continued on page* 2)

MGM Promotes Zeltner To Full Branch Mgr.

Harold Zeltner has been promoted by M-G-M to the full status of branch manager in the New York-New Jersey exchange, it was announced by John P. Byrne, general sales manager. Since January, 1957, Zeltner has been

(*Continued on page* 2)

PERSONAL MENTION

JERRY PICKMAN, Paramount distribution vice-president, will visit Atlanta and other Southern cities this week.

•

WILLIAM FREE, president of Dimensional Pictures, has arrived in New York from Hollywood.

•

OTTO PREMINGER, producer, and A. E. HOTCHNER, writer, are in London from New York on the first leg of an around-the-world trip.

•

JOSEPH FRIEDMAN, Paramount exploitation manager, will return to New York today from New Orleans.

•

WALTER PRUDE, general manager of the Sol Hurok organization, left here Friday for London via B.O.A.C.

•

SY MALAMAD, Columbia home office executive, and MRS. MALAMAD are the parents of a third daughter born at Doctors Hospital here on Friday.

Extend Rhoden Pact

(*Continued from page 1*)

at time he became president of National Theatres, in November 1954, which provided for a term of active employment until May 31, 1958 and for a five-year additional period during which Mr. Rhoden was to give advisory services.

"Last year Mr. Rhoden's contract was amended to give him a restricted stock option on additional shares and in consideration he agreed that at the request of the board of directors he would serve as president of National Theatres for an additional year if called upon to do so. The board of directors of National Theatres has voted to exercise its option to require Mr. Rhoden to serve as president for additional year."

FWC Promotes Polier

LOS ANGELES, May 11 – Dan Polier is being promoted from assistant head booker to head booker for Fox West Coast Theatres, it has been announced by M. A. Lundgren, National Theatres new chief film buyer.

Polier replaces Everett Sharp, who moves up from FWC head booker to National Theatres film buyer, succeeding Gordon Hewitt, who becomes assistant to Lundgren.

Court Backs Loew's Divorce

(*Continued from page 1*)

take the proposal under advisement and hand down a decision at a later date.

Originally, the Loew's divorcement was to have been completed by March 8, 1957, but the government agreed to an extension of the deadline to June 30 and Loew's asked for more time because of inability to reach an agreement with the theatre company on a division between the two of $40,000,000 of funded debt of the parent company. While the two companies were separated physically, their decree provided that Loew's could continue to hold the theatre company's stock so long as a division of the debt could not be agreed upon and new financing arranged. At that time the court appointed half of the Loew's Theatres' board to serve until the company's stock had been distributed to stockholders of Loew's, Inc., the parent company, and indefinitely postponed the distribution of the stock.

At last week's hearing, it was reported, the court also was petitioned to authorize the withdrawal of the court-appointed director of Loew's Theatres, Karl Pettit, and of Weldon Powell, who was named by the court as consultant to the picture company. However, officials of both Loew's, Inc., and Loew's Theatres either declined to comment or could not be reached.

Pettit and Powell testified at last week's hearing, as did Robert H. O'Brien, financial vice-president of Loew's, Inc., and J. L. O'Donnell, treasurer of Loew's Theatres. All were said to have been pessimistic about the possibility of any early agreement between the picture and theatre company boards on the debt split-up and new financing.

The government then presented its proposal which, in essence, would dispense with the need for an agreement between the two boards, and the picture company would be responsible for presentation of an acceptable plan in time for the distribution of theatre stock by the end of Loew's next fiscal year.

U-I and Bryna

(*Continued from page 1*)

nouncement, Milton Rackmil, U-I president, said the company will shortly announce other important pictures to be made "both in association with independent producers, as well as under our own banner.

Large Budget Set

The U-I–Bryna picture will be "Viva Gringo," and it is to have a budget of over $2,500,000. Rock Hudson and Douglas will co-star in the film, which Edward Lewis, Bryna vice-president, will produce. U-I will make its full production facilities available to Bryna.

While the present pact is for only one picture, negotiations between Bryna and U-I are continuing for a number of other features, it was stated.

Bob Hope Honored

(*Continued from page 1*)

ceived the Award from Mrs. Lytle Hull, head of the HVS, at the Waldorf-Astoria's Sert Room, where Hope's friends had gathered to honor the producer-star following the Astor Theatre opening of "Paris Holiday."

He received this tribute in recognition of the millions of miles and thousands of appearances he has made over the past year in G.I. hospitals around the world. All proceeds from the premiere were turned over to the HVS.

The thousand-seat theatre was packed to capacity for the charity opening of the United Artists release.

MGM Promotes Zeltner

(*Continued from page 1*)

assistant branch manager at the exchange.

Zeltner started with Loew's Theatres in 1936 and served as manager in various theatres through 1941. In January, 1942, he enlisted in the Marine Corps and served two years. Back with the company in 1944, he was assigned as student salesman in the Buffalo exchange. In 1945-46 he was salesman in the Pittsburgh area; in 1947-51 in Chicago exchange and in December, 1951, became salesman in the New York exchange.

Loew's Stock

(*Continued from page 1*)

on the New York Stock Exchange during that period.

More favorable prospects for the company and the chance that it may be permitted by the Federal Court to retain the theatre company stock for the entire fiscal year are credited with most of the market activity.

Johnston Man of Year

(*Continued from page 1*)

derstanding and international good will in foreign trade."

A plaque commemorating the award will be presented to Johnston at the society's annual "Man of the Year" dinner tomorrow night at 7:30 P.M. in the Colonial Room of Fraunces Tavern here. He will deliver the principal address of the evening on "What Price Foreign Trade?"

20th-Fox Has Special 'Personality' Trailer

Buddy Adler, 20th Century-Fox ecutive producer, has made a speci "personality trailer" featuring Dia Varsi to promote "Ten North Fre erick" at the suggestion of Ha Mandel, RKO Theatres vice-preside The trailer will be used immediat in all RKO houses throughout t country, prior to the opening of t picture at the Paramount Theatre h on May 22.

Future personality trailers planned for other young stars on t 20th lot, it was stated.

Denmark and Spain

(*Continued from page 1*)

purchased when the boycott went i effect. Finalization of a new deal expected soon.

In Denmark exhibitor associati are about to approve a new agreem amending their rules to permit hibitors to pay maximum film rent of 50 per cent of the gross door ceipts after taxes, with permission, the case of exceptional films, to p more. Under the deal each U.S. co pany would be permitted two su "special" pictures each year.

Meanwhile the American compan are going ahead without waiting the final approval of the Danish sociations on the basis of agreed up prices they have been operating der for over a year now. The n deal should be finalized shortly.

In Thailand where an increase the duty on U.S. films has been ask MPEA officials are optimistic t negotiations will result in a m "reasonable" figure than the one government there is seeking. Ameri negotiators have pointed out to Thais that they will not be able send as many pictures there as in past if the higher rate is not adjust

Paramount Income

(*Continued from page 1*)

no special income during that peri The per share earnings were cents for the first quarter of the c rent year, compared to 66 cents the same period in the previous ye

Meanwhile the board of direct of Paramount, on Friday voted quarterly dividend of 50 cents share on the common stock paya June 13 to holders of record May

Vote $97,000,000

(*Continued from page 1*)

for the Motion Picture Service, co pared with $4,909,924 this year a $7,338,628 last year. There was way of knowing how much the ov all cut in the agency would be flected in a cut in film branch fun but obviously there would have to a sizable reduction.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau. Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays. by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefe Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

HORSE SENSE!

WIN - PLACE - SHOW

According to all the tip sheets*, your best bet, as always, is *Trailers.* Here's an odds-on favorite with the fans—never out of the money—especially with the Prize Baby in the saddle!

So, play *Trailers* across the board! It's good *sense* dollar-wise for the few *cents* each trailer costs per show.

NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

**Trailers motivate 42.9 cents out of every dollar in box office admissions:* Sindlinger & Co., in its latest tabulation on trailer impact for a group of national theatre clients.

People everywhere consider trailers the most reliable form of motion picture advertising: Opinion Research Corp. of Princeton in its recent survey for the Motion Picture Association.

Copies of either survey will be forwarded on request.

REVIEWS:

Vertigo

Paramount—VistaVision

Alfred Hitchcock lives up to his reputation as master of mystery and suspense in this story about a man who cannot stand heights, a woman with suicidal tendencies and a psychotic complex about her great-grandmother, a man bent on murdering his wife, and a young artist who figures in the development of the drama more or less incidentally.

The scenic backgrounds are magnificent—San Francisco, the big tree area to the north, the Monterey peninsula with its wind-swept cypresses and the bell tower of an ancient mission.

James Stewart and Kim Novak are starred with Barbara Bel Geddes as a co-star. The script is based on a novel by Pierre Boileau and Thomas Narcejac, "D'entre les Morts." The authors also wrote "Diabolique," successful mystery thriller of not long ago.

The picture opens with Stewart and a policeman chasing a suspect over roofs. Stewart slips and clings to a roof edge. His companion falls to his death. Stewart is left with a complex and retires from the police force, but is hired by a successful shipbuilder (Tom Helmore) to pursue his wife. The places to which he follows the supposed wife (Kim Novak) vary from graveyards, to a museum, to a run-down hotel, to the big trees, the edge of San Francisco Bay under the Golden Gate bridge, where Miss Novak tries to drown herself, and to the mission.

Miss Novak beats Stewart to the top of the mission belfry; he thinks she has leaped to her death, but the exciting climax proves Miss Novak was faking; that the husband had murdered his real wife. When Stewart confronts her with this she leaps out into space.

Stewart falls violently in love with Miss Novak and makes it seem real. She plays a dual role, first as the supposed wife, and later as a red head trying to conceal her identity. This is the first time that Miss Novak and Stewart have appeared together. They make a fine duo. Barbara Bel Geddes, as a sophisticated young artist who has been Stewart's girl friend for years, is attractive and convincing in a role that doesn't call for the tense histrionics of the two stars. Tom Helmore, as the scheming husband, proves the value of stage training.

Hitchcock needs no introduction, of course, he is as much of an attraction without actually appearing on the screen as the members of his casts.

With the selling value of his name and that of Stewart, Miss Novak and Miss Bel Geddes an exhibitor won't be wrong if he convinces himself he has an outstanding attraction.

Running time, 123 minutes. General classification. Release, in May.

James M. Jerauld

Television Today

TV Set Production Increased in March

From THE DAILY Bureau

WASHINGTON, May 11.—Production of television sets in March increased over the amount turned out in February, the Electronics Industries Association said over the weekend, but decreased in the first quarter of this year from the number produced in the first quarter last year.

In March of this year 416,903 sets were made, compared with 370,413 in February and 559,842 in March 1957. Production in the first quarter this year reached 1,221,299, a 17 per cent drop from the 1,474,729 receivers produced in the 1957 first quarter.

California's Radio, TV Newsmen Are Honored

Special to THE DAILY

SACRAMENTO, Cal., May 11 – The California Associated Press Television Radio Association yesterday distributed awards to 79 California broadcasters for outstanding newswork in 1957. The awards, which cover all aspects of news coverage—newscasting, farm and sport programs, special events, documentary, commentary and news gathering—were made at the organization's 10th annual meeting here.

For the second consecutive year top recognition for overall general excellence in news presentation went to radio station KNX-TV and station KNXT of Los Angeles.

Ronald E. Mires of WTTH, Port Huron, Mich., was chairman of the committee which judged the California competition.

Who's Wher

Robert J. Kochenthal has been pointed sales account executive WABC-TV, it was announced **Joseph Stamler,** WABC-TV sales ma ager. Kochenthal joins WABC- after two years at Edward Petry C where he served as account executi

□

Robert Mooney and **Robert Mo** gomery have been appointed to sales staff of Guild Films, it was nounced by **Irving Feld,** general sa manager. Mooney, who will headqu ter in New York, was Southeaste sales executive for C & C Corporati Montgomery, in broadcasting si 1946, was formerly with Associat Artists Productions, Inc. He will se in the Dallas area.

□

Arthur Spirt has been elected vi president for the Central Division Television Programs of America, In it was announced by **Milton A. G don,** president. Spirt will continue report to **Michael M. Sillerman,** ecutive vice-president. TPA's Cent Division headquarters are in Chica

□

Appointment of **Robert D. Dauber peck** as manager, sales developme and presentations, television sal central division, and **Arthur J. Joh son** as manager, station sales, TV n work sales, was announced by **D Durgin,** vice-president, national sa manager, NBC Television Netwo Sales. Daubenspeck will report to E ward **R. Hitz,** vice-president, tele sion sales, central division, and Joh son will report to Durgin.

God's Little Acre

Security Pictures—United Artists

Widespread public attention is inevitable for theatres whose marquees carry the title of what is credited in fiction publishing circles with being the best-selling novel throughout the world—Erskine Caldwell's "God's Little Acre." Add to the attention-getting power of the title the names of the picture's stars, Robert Ryan and Aldo Ray, bank on word-of-mouth following its openings, and the end result is a substantial box office attraction destined to do important business in most situations.

The cast turns in uniformly believable characterizations of a family of Georgia crackers whose hates, loves, violence and characteristically erratic behavior have the flavor more of childlike irresponsibility than of evil. In their emotional eruptions and aimless lives, uncivilized they may be, but menaces, hardly.

Despite the millions of copies of the Caldwell novel that have been circulated, a brief synopsis of the Philip Yordan screen play is in order. Ryan plays Ty Ty Walden, who forsakes cotton farming to devote his life to hunting for golden treasures which a dying grandfather had hinted were buried on the place. Aiding him in the erratic labor are his sons, played by Jack Lord and Vic Morrow. Tina Louise, a newcomer who gives a good account of herself, is married to Lord, jealous of her and suspicious that her earlier romance with Ray has not been forgotten. She keeps house for the men and for a flighty daughter of Ryan's, played by provocative Fay Spain. Another daughter of Ryan's, played by Hel Westcott, is married to Ray, a mill worker in the nearby town.

The mill is closed and to keep Ray from brooding and drinking excess in his idleness, Ryan brings him to the farm to help with t digging in a new location. The romance between Ray and Tina Loui revives when they are thrown together again and violence breaks o between him and the husband, Lord. Ray returns to town, continu drinking and resolves to reopen the mill on his own. His wife, feari violence, induces Tina Louise to use her influence to restrain him. the mill, she professes her love for Ray but insanely determined re-light the mill, he proceeds to do so and is shot and killed by a watc man.

Back at the farm following the funeral, another brother, Lance Full fights Lord over the favors of Tina Louise and the two brothers enga in a near fatal battle from which they are saved by Ryan. The violen brings the latter to his senses and, abandoning his greed for the elus golden treasures, he restores peace to the household by returning farming with his sons and daughters.

The film, of course, is adult in theme and treatment. It has be directed by Anthony Mann with emphasis on the sex-play and violen of the unrestrainedly amoral characters who, however, are influence by their own peculiar brand of God-fearing compromises. This stran mixture of abandon and caution make for occasional comic situatio and episodes that audiences will enjoy. Buddy Hackett, as a lovelo candidate for sheriff, also provides the film with some of its light moments. Anthony Mann produced.

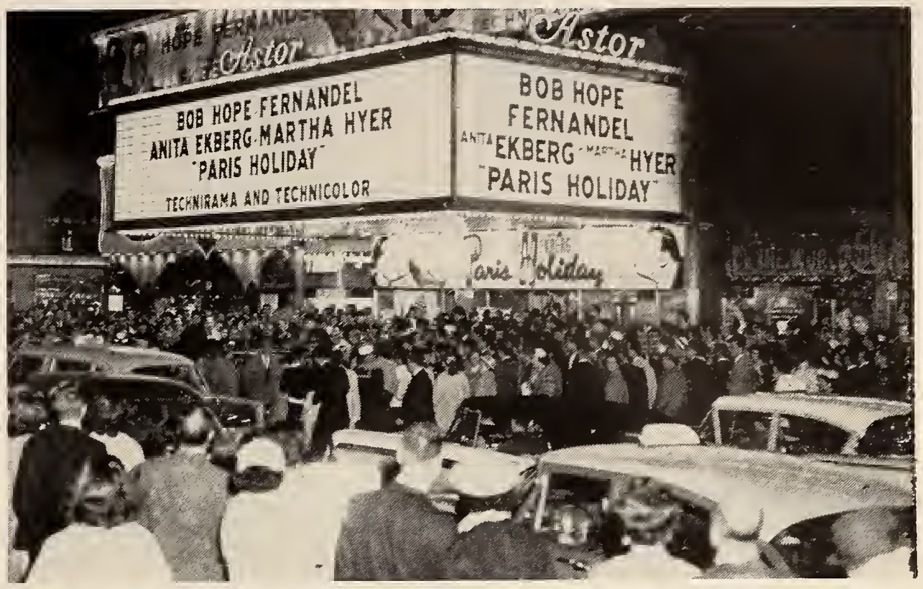
Running time, 110 minutes. Adult classification. Release, in May.

Sherwin Ka

"Paris Holiday" Has Colorful N.Y. Send-Off

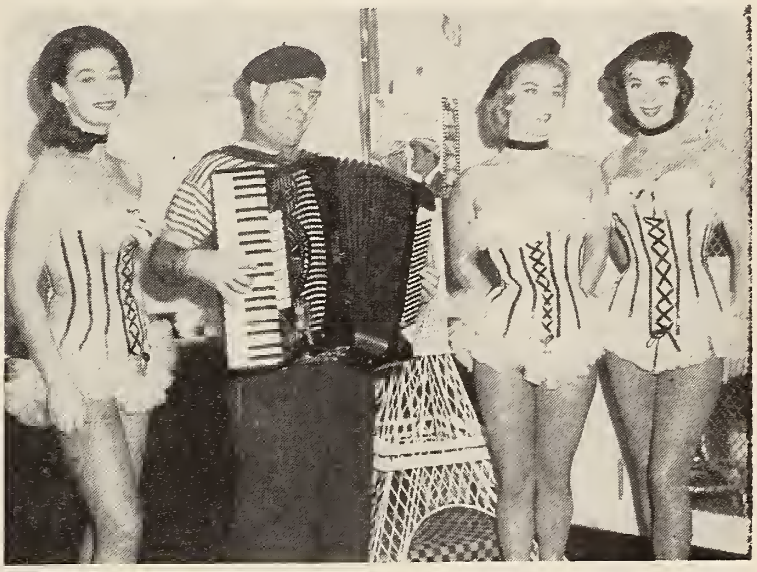
BOB HOPE capped a 28,000-mile promotional itinerary for his new comedy, "Paris Holiday," by headlining colorful ceremonies at the Astor Theatre for the Broadway premiere of the United Artists release. Fresh from stumping stops in such way points as Moscow, Miami and Montreal, Bob sparked an evening of lively showmanship that put the emphasis on French flavor and set up more big TV-radio and newspaper plugs for the Technirama-Technicolor film.

The charity performance benefited the Hospitalized Veterans Service of the Musicians Emergency Fund. Produced by Hope on location in the French capital, "Paris Holiday" stars him with Fernandel, Anita Ekberg and Martha Hyer.



This was the scene as crowds lined both sides of Broadway to watch the fanfare that brought "Paris Holiday" into New York. Blue-chip press coverage recorded the evening's highlights for plugging to filmgoers on two continents.

E. Youngstein, vice-president of United Artists, and Monique Van en welcome Bob as he arrives for the Gotham sendoff of his new dy, climaxing two solid months of campaigning.

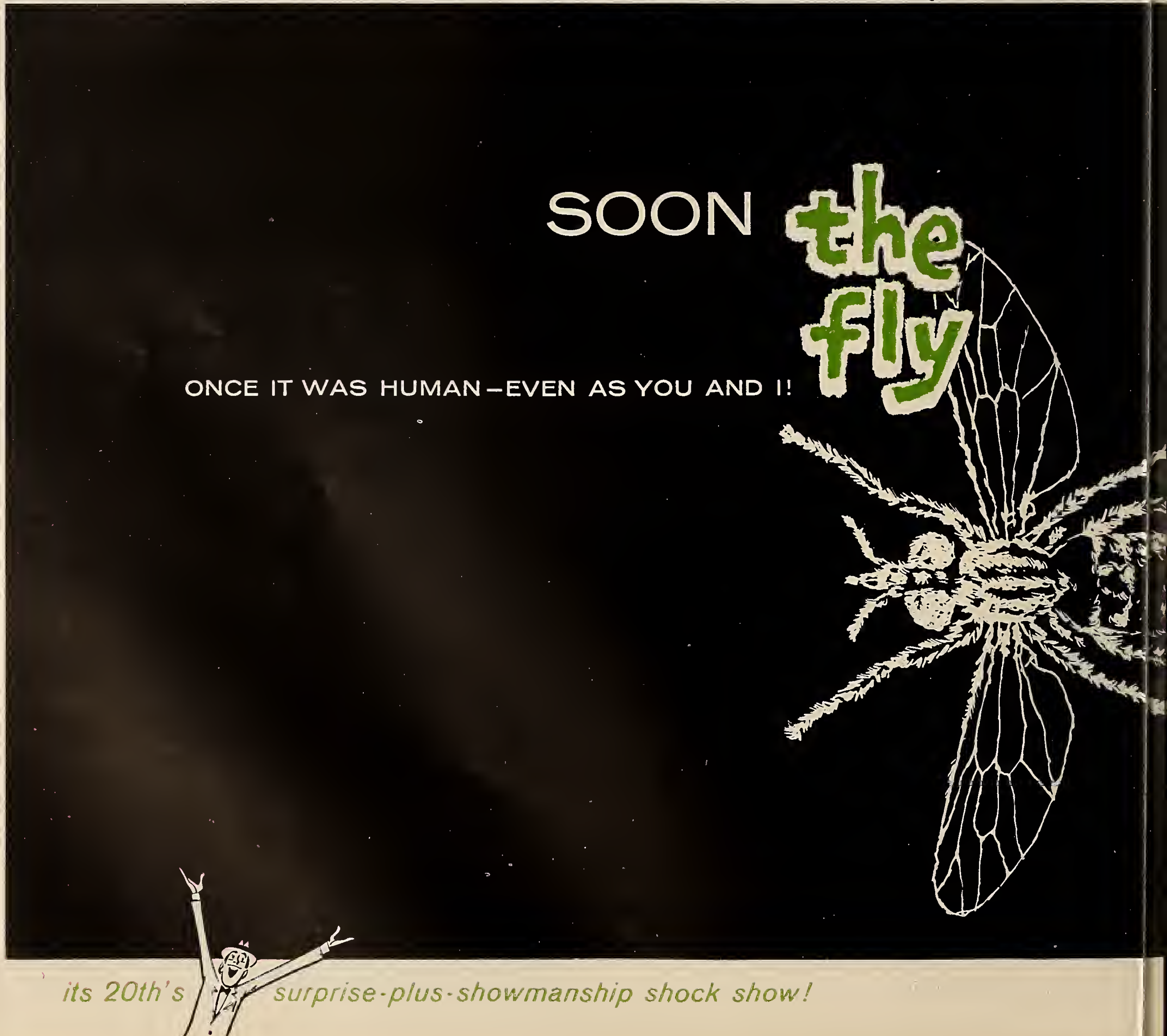


UA's premiere showmanship stressed the Paris accent, with Can-Can girls, street musicians, gendarmes and perfume and flowers for incoming guests. A three-week, city-wide campaign heralded the opening.

rt W. Dowling, president of City Investing Co., attending with Dowling, was among the hundreds of notables who paid tribute b and his big Technirama film.

James R. Velde, UA general sales manager, enters the Astor with Mrs. Velde. A fine turnout of industry figures took part in the premiere and the testimonial to Bob which followed.

it will scare the wits out of you!


SOON
the fly
ONCE IT WAS HUMAN—EVEN AS YOU AND I!

its 20th's surprise-plus-showmanship shock show!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 93 — NEW YORK, U.S.A., TUESDAY, MAY 13, 1958 — TEN CENTS

Two Plans

Stellings Will Tackle Post-'48 Sales to TV

Conferences Set with Sales Heads Today, Tomorrow

Efforts to advance Theatre Owners of America's proposals for keeping post-1948 film libraries from television will be made by Ernest G. Stellings, president, in meetings with distribution executives here today and tomorrow.

Stellings, who arrived in New York yesterday to attend the executive committee meeting for the industry business-building campaign, has scheduled a press conference for tomorrow at which he is expected to report on the prospects for action on either or both of the TOA proposals.

The first, the so-called trust fund

(*Continued on page* 5)

Benjamin, Krim Defend Post-'48 Sales to TV

United Artists was among the last of the motion picture companies to release films to television, and while the other major companies have provided the medium with "well over 5,000" of the 8,900 theatrical films available to TV, UA has contributed only 163, Robert Benjamin and Arthur B.

(*Continued on page* 4)

Walter Reade Managers To Hold Meet Today

Special to THE DAILY

OAKHURST, N. J., May 12—Over 50 theatre managers will attend a home office convention at the Walter Reade Mayfair House headquarters here today. The main item on the

(*Continued on page* 4)

Television Today Page 5

Name Area Committee Chairmen For Business-Building Fund

Exchange area committees to promote the raising of funds for the industry's business-building campaign have been divided into four divisions, and co-chairmen of the groups appointed. This was announced yesterday at a meeting of the campaign executive committee at the Astor Hotel here.

Procedures to be followed in operation of the campaign and handling of the campaign fund were also agreed upon. The four divisions are

(*Continued on page* 4)

Du Mont Name Will Be Metropolitan Bdcstg.

Stockholders of Du Mont Broadcasting Corp. at their annual meeting at the home office here yesterday voted to change the company's name to Metropolitan Broadcasting Corp.

Only mild objections to the change of name were registered by stockholders in attendance at the meeting. They protested that the Du Mont name held meaning and prestige in

(*Continued on page* 5)

Paramount Midwestern Sales Meeting Today

Special to THE DAILY

CHICAGO, May 12. —A two-day Paramount Midwestern division sales meeting will open tomorrow at the company's offices here with George Weltner, Paramount Pictures vice-president in charge of worldwide sales; Jerry Pickman, advertising-publicity vice-president, and Sidney Deneau, Western sales manager, participating.

J. H. Stevens, Midwestern division manager, will attend the sessions, as

(*Continued on page* 4)

Name 14 New Members To Academy's Board

From THE DAILY Bureau

HOLLYWOOD, May 12—The election of 14 members to the board of governors of the Academy of Motion Picture Arts and Sciences was announced today by George Seaton, president.

Newly elected governors who will

(*Continued on page* 4)

'U' Sets Production Of 'Life' on July 8

From THE DAILY Bureau

HOLLYWOOD, May 12.—Universal-International will place "Imitation of Life," a remake of one of its most successful past films, into production on July 8, it was announced today by Edward Muhl, vice-president in charge of production. Lana Turner

(*Continued on page* 4)

Start Survey in Drive for State Film Censorship Law in Ohio

Special to THE DAILY

COLUMBUS, O., May 12—Opening gun in what is believed to be a renewed campaign for a state film censorship law was fired by the Ohio Study Committee on Movies in asking "leading citizens" to fill out prepared questionnaires on "objectionable" motion pictures.

The Ohio Legislature convenes in January, 1959, and results of the statewide survey are expected to be presented to the lawmakers.

The questionnaire was sent to church and school groups and other organizations interested in youth welfare. "Reporters" were asked to be specific in listing "objectionable" scenes in films.

"Ideas or themes" to look for in evaluating movies, as outlined by the committee, include: brutality, vulgarity, obscenity, excessive use of alcohol or narcotics, depraved moral tone, treason, subversives and pornography.

Film classification was set up in the questionnaire. The classes include: A—movies to be shown for adults only. YP—movies for adults and young people over 12. F—movies for all the family.

Answers are sought to two specific questions: "Does the picture tend to show that crime pays?" and "Does the picture tend to lower morals?"

On Admissions

May Tie Film Tax Cut to Bill in House

Would Be Reported Out By First Week in June

By J. A. OTTEN

WASHINGTON, May 12. – Chances for some further reduction in the federal admissions tax may be tied to a bill the House Ways and Means Committee is going to take up late this month.

The bill, which must go to the White House by June 30, is a measure to extend the Korean War corporate tax rate of 52 per cent and the Korean excise rates on liquor, tobacco and autos. The President has asked that these rates be continued another year past their present June 30, 1958, expiration date.

House Democratic leaders have ten-

(*Continued on page* 2)

Cuba Suspends Taxes On Theatres Indefinitely

The Cuban government has suspended indefinitely all motion picture box office taxes in an effort to compensate the industry for losses caused by recent revolutionary activities, the Motion Picture Export Association was advised here yesterday by its contact in Havana. The action was in

(*Continued on page* 4)

Chicago Theatre Selling Pocketbooks in Lobby

Special to THE DAILY

CHICAGO, May 12 – The Clark Theatre is finding plenty of "movie title" books in economical pocketbook editions to do a brisk sideline business.

Some of the books that are doing a good lobby business are "Enemy Below," "Witness for the Prosecution," "Peyton Place," "Run Silent, Run Deep," "The Egyptian," "Paths of Glory," "Lust for Life," "Bridge on the River Kwai," "The Long, Hot Summer," and "Tales of the South Pacific."

PERSONAL MENTION

LELAND HAYWARD will return to New York today from Europe.

•

Robert A. Wile, 20th Century-Fox director of exhibitor relations,. will leave New York today for Minneapolis.

•

David Lean, British director, will leave New York for Venice today aboard the "Saturnia."

•

Al Cohan, Universal Pictures home office publicist, is in New Orleans from New York.

•

Frankie Vaughan, British singer, has returned to London from New York via B.O.A.C.

•

Paul Gregory, producer, has returned to Hollywood from New York.

•

Ray Stross, British producer, returned to London from New York on Sunday via B.O.A.C.

•

Mrs. Joseph Campbell, daughter of **Jack McCullough**, director of technical services for Motion Picture Association of America, gave birth to a girl, **Kathleen**, at the weekend in Greenwich Hospital.

•

Douglas Fairbanks, Jr., left here yesterday for London via B.O.A.C.

•

Howard Minsky, International Telemeter Corp. Eastern sales manager, will return to New York tomorrow from Toronto.

•

William Holden will leave here for London the latter part of this month.

'Acre' Big in Memphis

The Anthony Mann-Security Pictures' production of "God's Little Acre" grossed an outstanding $7,000 in its first three days at the Strand Theatre in Memphis, UA reported yesterday. The three-day gross was called the biggest for a UA release in the past two years.

'Gun' in 450 Theatres

Warner Bros: has set 450 theatre playdates for "The Left-Handed Gun" during the three-week period beginning June 4 in the southwest. The engagements will cover the states of Texas, Oklahoma, Missouri and Kansas.

May Tie Tax Cut to House Bill

(*Continued from page 1*)

tatively decided to tie some excise tax cuts as amendments to this bill. They are currently thinking in terms of reducing the excises on autos, transportation and possibly communications, but other industries seeking excise relief will seek to add amendments for their own excise cuts to the measure, and may be successful. If they don't succeed in the House, they'll take their fight to the Senate.

House Ways and Means Committee chairman Mills (D., Ark.) expects to report this bill out, without hearings, either the last week in May or the first week in June.

COMPO for Senate Bill

So far, there's been no indication that motion picture industry officials have taken any steps to try and get an admissions tax cut on to this bill when it comes up in the Ways and Means Committee. Officials of the Council of Motion Picture Organizations have been eyeing instead an excise tax revision bill now in the Senate Finance Committee, a bill that passed the House last year.

But the Treasury Department and Finance Committee chairman Byrd (D., Va.) are unenthusiastic about this bill, and prospects for any action are poor. On the other hand, there must be action on the Korean War tax level bill, if the Treasury is not to suffer a serious revenue loss. Thus Compo officials may yet switch their sights to this measure.

Originally House Democrats had been considering some individual tax cuts and accelerated depreciation deductions as amendments to the Korean War tax bill. Their present inclination, however, is to put off until mid-July any decision on these items, handling them, if necessary, in a separate bill.

May Aid Small Firms

Mills is thinking of acting later this month, before the Committee takes up the Korean war bill, on another measure of interest to many industry firms. This would give some special tax relief to small businesses. Mills is considering steps to give small firms easier estate tax treatment and more liberal depreciation allowances, and to give better tax treatment to persons who invest in small firms and later take losses.

Butte Projectionists' Strike Still in Force

Special to THE DAILY

BUTTE, Mont., May 12.—A strike of the projectionists in Butte's five theatres is now nearing the end of the seven months that the theatres have been darkened and it doesn't look as though the dispute over whether modern projection equipment requires one or two operators is any nearer settlement.

"It's a case of feather-bedding," complained John Tella, manager of two Butte theatres, who says it is financially unsound to let two men do work one could do.

"It's a case of trying to change something that has prevailed for 30 years," answered Sam Spiegel, spokesman for Local 94 of the International Alliance of Theatrical Stage Employes (AFL-CIO). "We have two men in the booth since 1928."

The theatres have offered $4 an hour for a one-man operation. In past years two men earned $2.83 each.

Tella said the need for two men in the projection booths has been eliminated by automatic equipment and safety film.

$16,100 for 'Holiday'

"Paris Holiday" opened with a "smashing" gross of $16,100 over the weekend at the Astor Theatre here, UA reported yesterday.

Schine Ohio Theatres Set Limited Closings

Special to THE DAILY

CLEVELAND, May 12.—Local exchanges have been notified by Gus Lynch, Schine area buyer-booker, that seven of the circuit's northern Ohio theatres have scheduled limited closing policies to give managers vacations and to renovate the theatres. Involved are the Castamba, Shelby, closed from June 13 to June 26; Van Wert, Van Wert, closed from June 6 to June 19; Norwalk, Norwalk, from June 13 to June 26; Ravenna, Ravenna, from May 16 to May 29; Bucyrus, Bucyrus, from June 13 to June 26; Holland, Bellefontaine, from May 23 to May 29; Ashland, Ashland, from May 23 to May 29. This is the first time the Schine Circuit has ever used this policy.

Harrison Off to Europe

Conferences on forthcoming product of 20th Century-Fox are planned in Europe by Alex Harrison, general sales manager, who will sail with Mrs. Harrison today aboard the "Constitution." They will visit Spain, Italy, Switzerland, Germany, France, England and Scotland.

Lunch for Hayward

Warners will be host at a press luncheon on Thursday at Toots Shor's for Leland Hayward, producer of "The Old Man and the Sea."

...NEWS ROUNDUP

Johnston Urges Freer Trad

A plea for greater freedom of tra throughout the world was voiced l Eric Johnston, president of Moti Picture Association of America in address delivered at the Park Pla Hotel, St. Louis, last night at the di ner meeting of the St. Louis chapt of the American Association f United Nations.

■

Columbia Signs for 3 Abroa

Columbia Pictures has expanded European production slate by co cluding a deal with Stanley Donen f three pictures, all to be made abroa The first film will be based on Arth Buchwald's forthcoming novel, " Gift from the Boys."

■

S-W House Now Key-Run

The Sedgewick Theatre, Stanl Warner house in the Germantov section of Philadelphia, has become key-run house with the closing of t circuit's Orpheum in the same are Product will follow center-city e gagements.

■

Ohio Theatre Reopens

The Star Theatre, Dresden, which Earl Sterner closed some tin ago, has reopened under the n ownership of C. M. Mock and Walt Hillis.

■

Lone Marysville House Shut

The Avalon, 495-seat theatre Marysville, O., has closed, leaving t town of 4,000 without a film house f the first time in nearly 50 years.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"MARJORIE MORNINGSTAR"
Starring
GENE KELLY • NATALIE WOOD
A Warner Bros. Release • In WarnerColor
and GALA NEW STAGE SPECTACLE

CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue
WHEN QUALITY AND SERVICE IS A MUST
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SPECIAL TRAILERS
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rading Heavy n Film Stocks

From THE DAILY Bureau

WASHINGTON, May 12 — Some zeable blocks of stocks were traded y officers and directors of film companies during March, according to the test reports to the Securities and Exchange Commission.

Serge Semenenko reported buying ,800 shares of Warner Brothers mmon, boosting his total to 161,-0 shares, in addition to 2,000 held trust for his daughter.

Louis A. Green reported buying 857 shares of Loew's, Inc. common rough Stryker & Brown. He now vns 142,535 shares through that mpany. Jerome A. Newman reorted the purchase of 800 Loew's ares in his own name and 980 rough Graham-Newman & Co., olding 5,330 shares himself and 125 shares through the company. seph Tomlinson, who owns 180,000 ares in his own name, reported ying 5,400 shares last December rough Corporation A and selling 800 shares in March, for a net holdg for that firm at the present time 1,600 shares.

Rhoden Purchases Reported

At National Theatres, Elmer C. hoden reported buying 2,000 shares rough holding companies, giving mself 35,800 shares in his own name d 55,525 shares through holding mpanies. B. Gerald Cantor bought 0 shares to boost his holdings to 9,000. Jack M. Ostrow, who owns 000 shares in his own right, bought ,400 shares more for corporations controls, giving them a total of ,000 shares.

Decca Records acquired another 100 shares of Universal Pictures Co. mmon, boosting its ownership to 6,985 shares.

One of the biggest sales reported as by Arthur Levey, who sold 13,-0 shares of Skiatron Electronics and elevision Corp. common in February, ducing his holdings to 340,331 ares.

Hurlock Buys A.A. Common

David Van Alstyne. Jr. sold 2,000 ares of Guild Films Co. common, tting his holdings to 7,407 shares, d Harry A. McDonald reduced his lding to 500 shares by selling 200. ger W. Hurlock bought 300 shares Allied Artists common, for a total 14,700.

altimore Variety Club o Sponsor Circus

Special to THE DAILY

BALTIMORE, May 12—Exhibitors longing to the Baltimore Variety ub will sponsor the Ringling Bros. d Barnum & Bailey Circus June 18 22, including three matinees, at ltimore Memorial Stadium. Proeds will go to Baltimore Variety's eart Fund. Wilbur M. Brizendine, neral manager to the Schwaber eatres, is chief barker.

British Industry Ad Campaign Is Urged

From THE DAILY Bureau

LONDON, May 10 (By Air Mail).—A call for an advertising campaign to put the cinema back in the mind of the public as the cheapest and best form of entertainment was made by T. W. Clarke at a meeting of the Birmingham and Midlands Cinematograph Exhibitors Association.

Clarke said that there had been a tendency in recent years to cry "stinking fish" about the cinema in the course of the campaign for tax reduction. Now that the tax cut has been achieved, derogatory remarks about the industry should be stopped. and instead the cinema should be sold to the public. He suggested that the branch should start an advertising campaign.

Various Sources of Money

Chairman of the branch, Miles Jervis, said that the CEA general council had in mind the question of a national advertising campaign. It could be done by a contribution from each exhibitor or a levy on subscriptions, or it had been suggested that part of the TV defense fund which was shortly to be set up should be devoted to the purpose. The whole matter was under active consideration.

MGM Has 11 Films in CS; Nine in Color

M-G-M has reached an all-time high in the use of color and CinemaScope. Of 15 pictures ready for release or in production, 11 will be seen in CinemaScope and nine utilize the tinted medium. Previously the ratio between color and black-and-white, and between CinemaScope and wide screen, was about even.

Seven 'Scope' in Color

Seven of the pictures are in color and CinemaScope. They are "Gigi," "The Sheepman," "The Badlanders," "The Law and Jake Wade," "The Reluctant Debutante," "Party Girl" and "Torpedo Run."

"Cat on a Hot Tin Roof" and "The Journey" are being filmed in wide screen and color.

Verrol Johnson Dies

OKLAHOMA CITY, May 12.—Funeral services were held here late last week for Verrol David Johnson, 50, in the Capitol Hill funeral home chapel. A cousin to R. Lewis Barton, owner of Barton Theatres throughout Oklahoma City, Johnson had been employed by the circuit for 35 years. At the time of his death he was manager of several of the theatres in this territory.

W. Allder Dies

ATLANTA, Ga., May 12.—B. William Allder, for the past 11 years assistant manager of the Georgia Theatre here, died at his home after three weeks of illness. Surviving are his wife, daughter and two sons.

Martin Levine Heads Cinema Lodge Golf Fete

Martin Levine, Brandt Theatres executive, has been appointed chairman of the seventh annual film industry golf tournament and funfest to be sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, New York, on Thursday, June 12. This was announced yesterday by Joseph B. Rosen, president of Cinema Lodge.

Committee to Be Named

A working committee for the tournament will be announced by Levine shortly.

Strong Caravan Set for Butler, Wis., Friday

The Strong "Caravan of Light," demonstrating the Strong Electric Corp.'s new "air blown" arc lamp, has been booked for Friday at the Victory Drive-In, northwest of Butler, Wis., near Milwaukee; and on May 19 at the Sunset Drive-in in Skokie, a Chicago suburb.

The national tour of the "Caravan" is now in its second month.

'U' Engages Paul Ross

Paul Ross, independent publicist, has been assigned by Universal-International to work on the New York engagement of "Horror of Dracula," scheduled for the Mayfair Theatre here. The film opened in Milwaukee last Thursday.

PEOPLE

George H. Schenck, for 10 years branch manager in Albany, N. Y., for Tri-State Automatic Candy Corp. and former chief barker of the Albany Variety Club, has resigned to become general manager of Perlmutter Foods.

□

William L. McGee, formerly president of Ferrostaal Pacific Corp., manufacturers representatives, has been named Western division manager for Interstate Television Corp., subsidiary of Allied Artists.

□

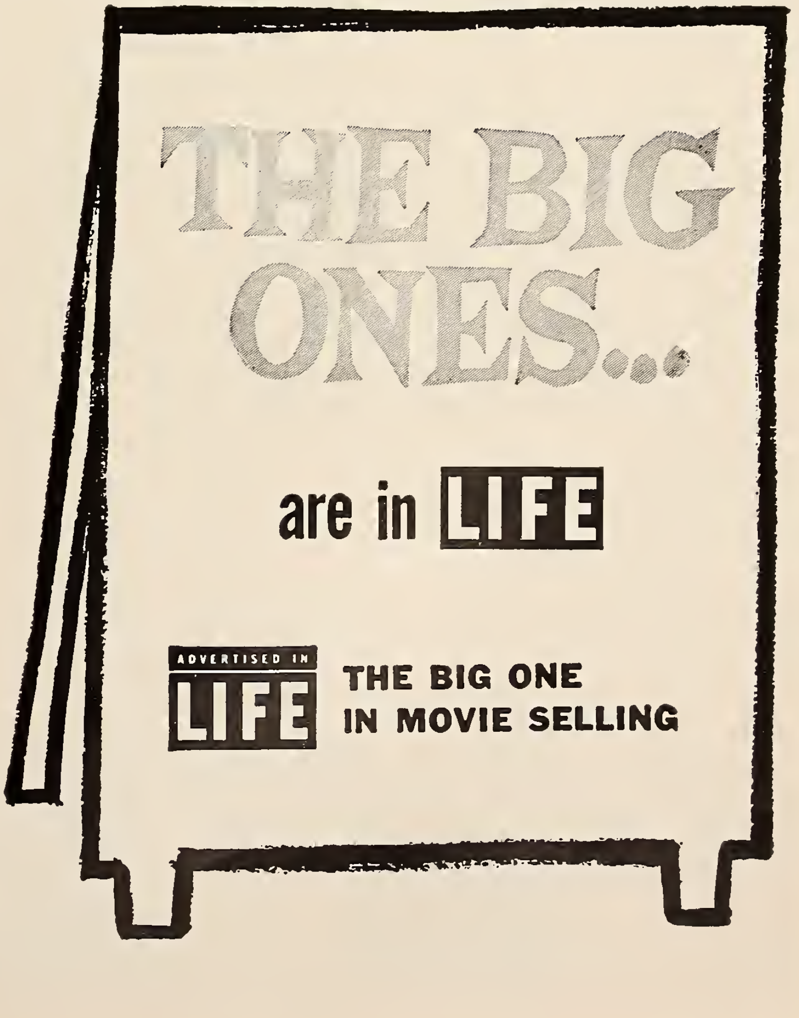
Frank O'Neil has resigned as manager of the Stanley Warner Palace Theatre, Norwich, Conn., to supervise the newly-built Chelmsford (Mass.) Drive-in Theatre for independent interests. S-W has assigned Andrew **Massaglia,** Lawrence, Mass., to Norwich as relief manager.

□

William T. Barrington, former exhibitor of Rensselaer, N. Y., has been named general manager of the Auto-Vision Drive-in, East Greenbush, and the Turnpike Drive-in, outside Albany.

□

Ben Rogers has resigned as art director of Buchanan & Co., to free lance as art consultant on motion picture and industrial designing accounts.


THE BIG ONES...

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THE BIG ONE IN MOVIE SELLING

Area Chairmen

(*Continued from page* 1)

East, South, Midwest and Far West. Names of division chairmen are to be announced soon.

Under the plan of organization agreed upon representatives of Allied States and Theatre Owners of America will act as co-chairmen in exchange areas where both organizations have area units. In those exchange areas where only one of the national organizations has a unit a member of that unit will act as exhibitor chairman.

Exchange area co-chairmen appointed are as follows:

Eastern Division – Albany, Elias Schlenger, TOA; Boston, Arthur H. Lockwood, TOA, and Edward W. Lider, Allied; Buffalo, Seymour Morris, TOA; New Haven, Albert M. Pickus, TOA, Norman Bialer, Allied; New York-New Jersey, Walter Reade, Jr., TOA, Sidney E. Stern, Allied; Philadelphia, Thomas Friday, TOA; Pittsburgh, M. A. Silver, TOA, Harry Hendel, Allied; Washington, Morton G. Thalhimer, Sr., TOA, J. L. Whittle, Allied.

South—Atlanta, E. D. Martin, TOA; Columbia, S. C., Jack Fuller, TOA; Alabama, R. M. Kennedy, TOA; Charlotte, F. H. Beddingfield; Dallas, Robert J. O'Donnell, TOA; P. R. Isley, Allied; Jacksonville, Fla., Louis J. Finske and Mitchell Wolfson, TOA; Memphis, M. A. Lightman, Jr., TOA, J. A. West, Jr., Allied; New Orleans, Henry G. Plitt, TOA, Abe Berenson, Allied; Oklahoma City, Henry S. Griffing, TOA, Richard C. Thompson, Allied; Arkansas, J. Fred Brown, TOA.

West—Denver, Robert Selig, TOA, Neil Beazley, Allied; Los Angeles, Burton I. Jones, TOA; Portland, Ore., Art Adamson, TOA; Salt Lake City, S. L. Gillette, TOA; San Francisco, Roy Cooper and Abe Blumenfeld, TOA; Seattle, J. J. Rosenfield, TOA.

Midwest – Chicago, David Wallerstein, TOA, Jack Kirsch, Allied; Cincinnati and Cleveland, Herman Hunt, TOA, Marshall Fine and F. W. Huss, Jr., Allied; Des Moines, Myron N. Blank, TOA, Leo F. Wolcott, Allied; Detroit, Harold Brown, TOA, Milton London, Allied; Indianapolis, Marc J. Wolf, Allied; Kansas City, M. B. Smith, TOA, Beverly Miller, Allied; Milwaukee, J. B. Schuyler, TOA, Ben Marcus, Allied; Minneapolis, Harold Field, TOA, Tom Mann, Allied; Omaha, Robert R. Livingston, TOA, Elmer Huhnke, Allied; St. Louis, Paul L. Krueger and Tom James, TOA.

'Eternity' Rerun Big

"From Here to Eternity," which has been set by Columbia for showing in some of the country's leading key city showcases, has grossed $17,000 in the second week of a six-theatre multiple run in Dallas and Ft. Worth, following up a "smash" $26,650 opening week, it has been reported by the company.

REVIEW:

Maracaibo

Paramount-Theodora Prod.—VistaVision

CORNEL WILDE again demonstrates his talents as a producer, director and actor, this time in a colorful production with a burning Lake Maracaibo oil derrick as background for the dramatic sequences and the night life of Caracas, Venezuela, as the stimulating location for the romantic developments. What with Latin music and dancing and two romances running concurrently, it proves to be a delight to the eye (in Technicolor) as well as the ear.

The cast is outstanding. Wilde, a dashing man of the world, daring oil expert who thrives on the dangerous work of putting out conflagrations and drawing room bon vivant, has a role suited to his talents. He meets Laura Kingsley, gorgeous blonde and successful writer played by Jean Wallace, who in real life is his wife, after a Caracas night club tour, while he is being sought by the oil well owner, Senor Miguel Orlando. She follows Wilde to Orlando's home. Orlando is a mute. The role is presented by Francis Lederer. He is definitely impressive.

Orlando is about to marry a lady with a past (played well by Abbe Lane). Lago, a young oil man, who is Orlando's voice, is played by Michael Landon, a handsome youth, who has come to the front in the past three years. He dies trying to help extinguish the fire. Orlando is left without his "voice." Miss Lane reveals her past, and Lederer, in a touching scene, asks her to stay as his wife.

The pace of the story, which was based on a novel by Sterling Silliphant, another young film man, who has had experience as a publicity man and producer, varies with the mood of the action, but never lags. The screenplay was by Ted Sherdeman.

Another member of the cast, Joe E. Ross, who has the role of Wilde's faithful companion and a gift for deft comedy, will be recognized by TV watchers as Mess-Sergeant Ritzik in Phil Silvers' "You'll Never Get Rich" show.

It's first class entertainment with general appeal and merits "A" playing time in any situation.

Running time, 88 minutes. General classification. Release, in May.

JAMES M. JERAULD

Walter Reade Meet

(*Continued from page* 1)

agenda will be the announcement of the circuit's forthcoming summer drive to be called "Walter Reade Manager's –50th Anniversary Drive" honoring the managers and the circuit's golden anniversary.

The all-day session will include screenings of trailers of forthcoming product and every manager will receive a kit of advertising-exploitation accessories on new product supplied by all the film companies. Afternoon seminars will be conducted for the first-run houses, subsequent runs, and drive-in theatres.

Name 14 Members

(*Continued from page* 1)

serve on board for a two-year term are: John F. Decuir (art directors), Richard H. Cahoon (film editors), Jerry Wald (producers), and Perry Lieber (public relations).

Re-elected to serve on the board for another two years were Wendell R. Corey (actors), Y. Frank Freeman (administrators), Farciot Edouart (cinematographers), George Stevens (directors), Fred L. Metzler (executives), Hugo Friedhofer (music), Harry Tytle (short subjects), John O. Aalberg (sound), and George Seaton (writers).

George W. Duning (music) was elected to the board for one year, succeeding Robert Emmett Dolan.

Strand Amusement Co. Discontinuing May 31

Special to THE DAILY

HARTFORD, May 12—The Strand Amusement Company, at its peak operating strength with a circuit of nine Connecticut theatres, is discontinuing as a group, effective May 31.

Morris Jacobson, general manager, will assume control of the Strand and Rialto Theatres, Bridgeport. No decision has been reached as yet concerning operation of the American and Hippodrome, also in Bridgeport.

Cuba Taxes

(*Continued from page* 1)

the form of a presidential decree published in the official gazette.

In addition the government suspended for six months beginning April 29 duties, consular fees and the 10 per cent ad-valorem taxes on prints. Also suspended were the 2.75 per cent tax on gross receipts for both flat and percentage deals and all municipal taxes affecting theatres.

'Dracula' Gets $10,600

"Horror of Dracula" racked up an "outstanding" $10,600 in the first five days of its world premiere engagement at the Warner Theatre in Milwaukee, Universal reported yesterday. The figure topped all previous Universal pictures to play the house in th past four years, it was stated.

Benjamin,Kri

(*Continued from page* 1)

Krim, board chairman and presid of UA, state in an article in Sunda "New York Herald Tribune."

The "Tribune" has been runnin series of reports on "the question post-48 film sales" and last we printed some criticisms by indus executives of UA's sale of 65 po 1948 features to TV.

In rebuttal Benjamin pointed in the Sunday article that "the y 1948 has nothing to do with the qu ity of films nor with ratings whi films achieve on television. The co panies who now state they will release post-1948 films are contract ally unable to do so unless they neg tiate a deal with the talent guil which they have tried to do, so without success.

Has No Pre-1948

"United Artists has no pre-19 films. Therefore, our competitors su gest that we withhold all films fr television while they release litera thousands of films to television. Un ed Artists has an obligation to its pr ducers and to its banks to release ce tain films to television. By living up this obligation UA has been able fill the needs of exhibitors for imp tant theatrical production and to po all of its resources, including televisi revenues, into the production of t biggest theatrical program in its hi tory—now over $60,000,000."

Paramount Midwest

(*Continued from page* 1)

will branch managers Robert Alle Chicago; Thomas F. Duane, Detro Howard DeTamble, Indianapol Ward Pennington, Milwaukee, ar Jess T. McBride, Minneapolis.

Pictures up for discussion inclu "Maracaibo," "Another Time, Anoth Place," "Vertigo," "Hot Spell," "Spac Children," "Colossus of New York "King Creole," "Rock-a-bye Baby and "The Matchmaker."

'U' Production

(*Continued from page* 1)

has been signed to star in the film which will inaugurate the summ program of production at the studio announced by president Milton Rack mil, it was stated.

Ross Hunter will produce the pic ture in color and CinemaScope. It based on a novel by Fannie Hurst.

'Sheepman' Popular

M-G-M's "The Sheepman" rolle up a $48,000 first-week gross in i 16-theatre Salt Lake City territor multiple booking, the company an nounced at the weekend. The pictur which is the company's Memorial Da attraction for national release, wa said to be particularly strong in smal theatres.

EVIEW:

ell Drivers

nk Film Dist. of Amer.

Truck drivers in Great Britain d a fear-ridden and perilous life, or least the ones do whose occupa- n is depicted in this new action n from the Rank Organization.

The job of the men in this picture to haul gravel from pits to con- uction sites. The more daily trips e more money they get, so the men mpete fiercely and drive their huge hicles at dizzying speeds back and th, sometimes shoving one another the highway on purpose or crip- ng another truck to force a delay. iving a truck, as shown in this n, is a risky business, which can st a man's life and does more than ce.

By night the drivers are shown to lulge in activity that is scarcely less nzied. Give them a bloody fist ht between two of their number an opportunity to break up a com- nity dance, and they are in their ment again.

Whether this is a true picture of the cupational hazards of truck driving England, this observer is in no po- ion to say. But it makes for a fast d noisy movie which action fans erywhere should thoroughly enjoy. e background of life on the high- y is most unusual, to say the least, d the story played out in front of while sometimes trite, never gets the way of the violence and sex at is purveyed. The plot primarily ncerns the rivalry for top position the truck gang between the hero d the villain and a further conflict er the heroine between the hero and best friend.

Stanley Baker, who usually plays blackguard, is the hero this time, d Patrick McGoohan acts the for- er in hissable style. Peggy Cum- ngs is the girl friend, and Herbert m the hero's friend who loves her, .

S. Benjamin Fisz produced this pic- re, and C. Raker Endfield directed m his own script written in collabo- tion with John Kruse.

nning time, 91 minutes. General ssification. Release, in May.

RICHARD GERTNER

et 'School' Release

Loew's, Inc., has set a three-phase lease policy for "High School Confi- ential." John P. Byrne, general sales anager, has announced. The picture ill have its world premiere May 29 Atlantic City, to be followed by ecial releases in six key cities. Na- onal multiple bookings will then be- in June 16.

Stellings Plan

(Continued from page 1)

plan advanced at TOA's winter board meeting in San Francisco, proposes the purchase by an exhibitor non-profit trust for cash and bonds of the post-'48 libraries. The bonds would be retired through payments made from distribution earnings of the films. In the event of a default, title to the films would revert to the companies.

Under the second plan, which was advanced by Stellings last week, distribution companies would select two of their best films monthly for two months for re-release. TOA and presumably other exhibitor organizations would back the pictures to help obtain the most favorable playoff.

Sizeable returns, Stellings feels, would provide distributors with ammunition with which to answer stockholders' demands, should they arise, for sale of the post-'48 backlogs.

Hits 'Sensational' Pictures

Meanwhile at the weekend, in a specially prepared statement, Stellings called on exhibitors to avoid booking "sensational" pictures which have come under attack from several quarters recently. The TOA head said the "quick buck" that might be earned by playing such pictures could do "irreparable damage to the theatre in maintaining its position as a recreational center for the community, particularly for child attendance."

Stellings noted that the recent criticisms of the industry for an alleged increase in the number of "sensational films" were largely unwarranted and "caused by distorted importance given to an isolated few pictures." He cited the Production Code as a major guarantee of the "playability" of any film and urged exhibitors to play films with a Code seal.

Urges Careful Judgment

"If it does not have a seal," he added, "the exhibitor should weigh the film's individual merits as entertainment and play it if in his judgment it constitutes entertainment."

Stellings then warned that while reaction to sensational films starts at the local level, such incidents usually are "ballooned in the newspapers to a point that they quickly could affect the industry nationally."

Mass for O'Neil Today

SAN FRANCISCO, May 12 – Requiem mass is scheduled here tomorrow for Robert O'Neil, retired exhibition executive and organizer of the Golden State and T & D circuits, who died of cancer at St. Mary's Hospital. He is survived by his widow, a daughter and three grandchildren.

Television Today

Who's Where

Ira Wolff has been appointed manager, sales promotion, NBC-TV Network Sales, it was announced by **Raymond Eichmann**, director, sales presentations and promotion, NBC-TV Network Sales. Wolff joined NBC in July, 1954 as a junior sales presentation writer.

□

Phil Cooper, West Coast television producer-distributor, will act as western sales executive for Atlantic Television, it was announced by **Dave Bader,** vice-president in charge of sales. Cooper, with headquarters in Hollywood, will represent Atlantic in eleven western states, Hawaii and Alaska.

□

Mary Kay Murphy has been promoted to manager of the literary rights division of the American Broadcasting Company's Continuity Acceptance Department, it was announced by **Grace M. Johnsen,** director of Continuity Acceptance for ABC. Miss Murphy joined the American Broadcasting Company in November 1953 as a literary rights clerk and in November 1957 was promoted to assistant manager of the division.

WNTA in 3rd Position On 1st Day Operation

WNTA-TV (Channel 13), the new station in New York which began telecasting as a National Telefilm Associates station last Wednesday, moved from seventh to third position during its "Movie Night" time period in the New York City seven-station market, Gerald O. Kaye, WNTA-TV's general manager, announced at the weekend. The feature telecast during the rating period was "Snake Pit."

The special ARB rating for the station's first night's operation under the new management gave WNTA-TV a 10.6 average rating during the 7:30 to 9:30 P.M. time period. That represented a 4200 per cent increase over the previous rating of the station. The management estimates the audience in excess of 1,000,000 people.

DuMont Name

(Continued from page 1)

the television world whereas the new name lacked identity with it.

Bernard Goodwin, president, explained the name change was believed necessary in order to eliminate confusion on the part of the public with the firm of Allen B. Du Mont Laboratories, from which the broadcasting company evolved but of which it is wholly independent.

The stockholders reelected all directors except Dr. Allen B. Du Mont, who was replaced by David J. Mahoney, president of Good Humor Corp. Other directors are: Barney Balaban, Richard D. Buckley, Armand G. Erpf, Thomas T. Goldsmith, Jr., Goodwin, Robert C. Jones, Paul Raibourn, Percy M. Stewart and Edwin L. Weisl.

Geismar Succeeds Raibourn

Directors met subsequently and reelected all officers with the exception of Raibourn, who was replaced as treasurer by Richard L. Geismar, who formerly was assistant treasurer. Other officers are Goodwin, president; Buckley, vice-president, Bennett H. Korn, vice-president, and Arthur Israel, Jr., secretary.

The company reported net income of $56,021 for the first 1958 quarter, after depreciation and amortization charges. For the corresponding period last year there was a net loss of $70,656 on the same basis. Goodwin said second quarter earnings are running ahead of the first quarter's.

Because of a tax loss carry-forward, it will not be necessary for Metropolitan Broadcasting to provide for Federal income taxes.

WHK Deal Close to Signing

Goodwin said closing of the deal for purchase of radio station WHK, Cleveland, which has been approved by the F.C.C., has been set for May 31. In response to a question, he said there is no present prospect of reviving the deal for Metropolitan to purchase station KTLA, Los Angeles, from Paramount, along with Paramount's music publishing subsidiaries.

G. A. Vivirito, 75

NEW ORLEANS, May 12.—George Anthony Vivirito, 75, the last charter member of the Motion Picture Operators Local No. 293, died at his home here. Surviving are his widow, a son and three daughters.

SMPTE Section Meet

The May meeting of the New York Section of the SMPTE will be held May 21 at 7 P.M. in the World Affairs Auditorium at the United Nations Plaza. Two papers on 16mm reversal film will feature the meeting.

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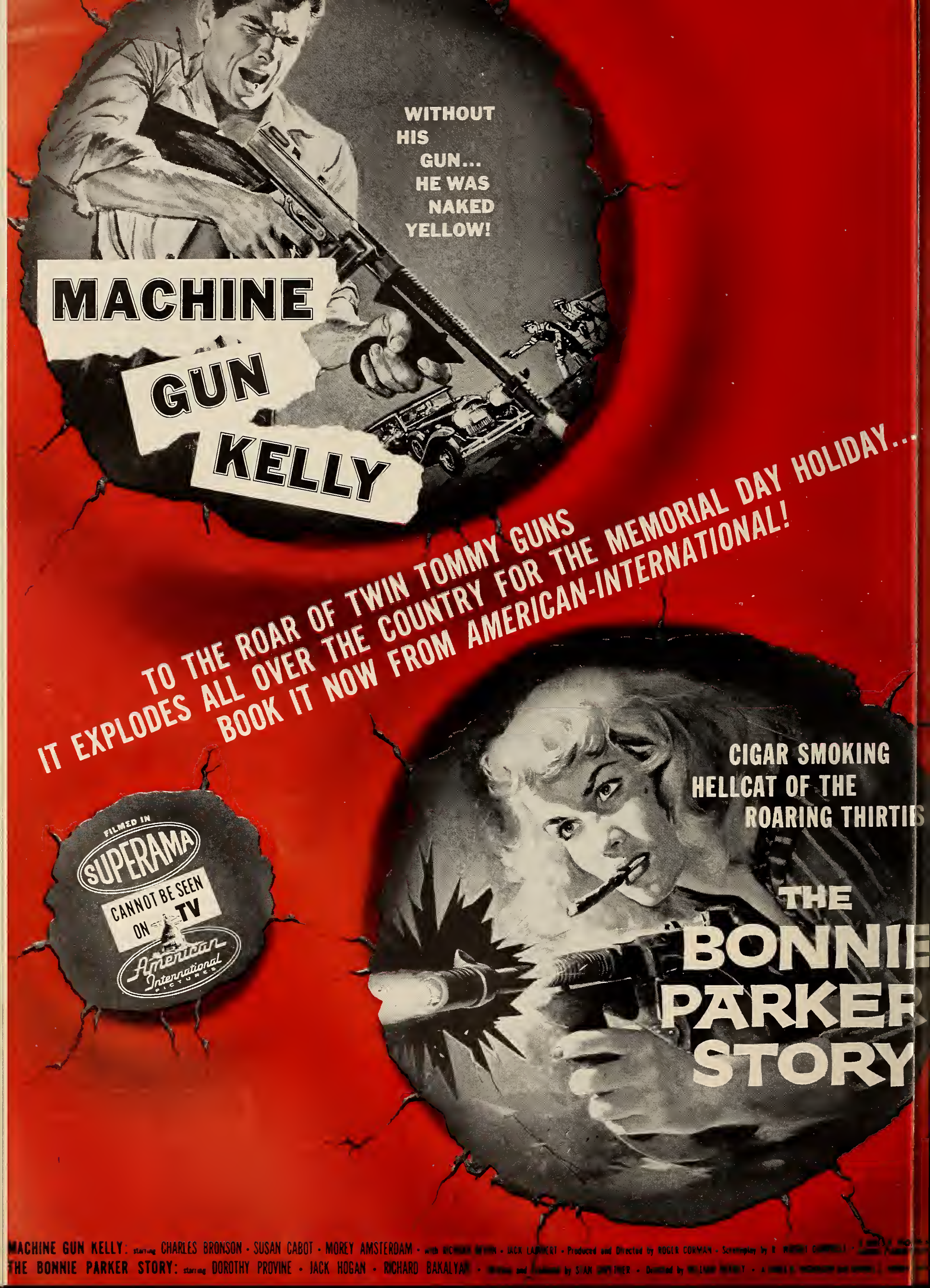
WITHOUT
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GUN...
HE WAS
NAKED
YELLOW!
FILMED IN
SUPERAMA
CANNOT BE SEEN
ON TV
American International
PICTURES
CIGAR SMOKING
HELLCAT OF THE
ROARING THIRTI

MACHINE GUN KELLY

TO THE ROAR OF TWIN TOMMY GUNS
IT EXPLODES ALL OVER THE COUNTRY FOR THE MEMORIAL DAY HOLIDAY...
BOOK IT NOW FROM AMERICAN-INTERNATIONAL!

THE BONNI PARKE STORY

MACHINE GUN KELLY: starring CHARLES BRONSON · SUSAN CABOT · MOREY AMSTERDAM · with RICHARD DEVON · JACK LAMBERT · Produced and Directed by ROGER CORMAN · Screenplay by R. WRIGHT CAMPBELL · [illegible]

THE BONNIE PARKER STORY: starring DOROTHY PROVINE · JACK HOGAN · RICHARD BAKALYAN · Written and Produced by STAN SHPETNER · Directed by WILLIAM WITNEY · A JAMES H. NICHOLSON and SAMUEL Z. ARKOFF [illegible]

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

VOL. 83, NO. 94 NEW YORK, U.S.A., WEDNESDAY, MAY 14, 1958 TEN CENTS

Compo Reports:

Admission Tax Still Effective In 21 States

Revenue from 18 States Was $7,584,508 in 1957

Further results of a survey by Compo of state and local admission taxes show that 21 states still impose sales taxes on motion picture admissions, according to a report released yesterday by Robert W. Coyne, Compo special counsel. Two states, Montana and Kentucky, have repealed such taxes during the past year, and two others, Indiana and Arkansas, have raised their rates. Indiana advanced its state sales tax applicable to

(*Continued on page 2*)

Johnston Cited for Work in Foreign Trade

Eric Johnston, president of the Motion Picture Association, last night was presented with the award of "Man of the Year in Foreign Trade" by the Foreign Trade Society-Propeller Club of New York City College's Baruch School. Presentation of the plaque was made at a dinner in Fraunces Tavern here.

Johnston was cited for his contribution to "understanding and international good will in foreign trade."

In an address at the banquet Johnston called the common market the most "significant landmark in bringing about greater freedom of trade and business throughout the world."

Television Today Page 4

Col. Stresses Top Budgets; Sets 36 Films for Release

From THE DAILY Bureau

HOLLYWOOD, May 13—Columbia Pictures will concentrate on high-budget, top-quality pictures for the future and has 36 scheduled for release during 1958-59, president Abe Schneider said today, following a series of meetings here between New York and studio executives.

Abe Schneider

Attending the conferences in addition to Schneider were A. Montague, executive vice-president; Leo Jaffe, first vice-president and treasurer; and B. B. Kahane, Samuel J. Briskin and Paul N. Lazarus, Jr., vice-presidents.

Schneider said the studio will aim to secure top literary and stage properties as well as the services of "top-drawer" stars, producers and directors. "No property or cast will be too big for our productions," he added.

In substantiation he pointed to deals Columbia has already made

(*Continued on page 5*)

Two AB-PT Actions on Reacquiring Theatre

American Broadcasting-Paramount Theatres yesterday filed two actions seeking the setting aside of a decision by District Court Judge Edmund L. Palmieri last March denying the circuit the right to reacquire a theatre in a town where it had lost one through fire. Palmieri enjoined the circuit from reacquiring, without his approval, the Grove Theatre in Elgin, Ill., which AB-PT had sought to replace the Rialto there, which burned down.

In the first action yesterday AB-PT asked the U.S. Court of Appeals to review the Palmieri decision. At the

(*Continued on page 4*)

NCA Hits Bingo, DST; Elects Frank Mantzke

Special to THE DAILY

MINNEAPOLIS, May 13 – In a convention with an unexpectedly large attendance, North Central Allied today lowered the boom on daylight saving time and bingo, and elected Frank Mantzke, head of a buying-booking concern, president to

(*Continued on page 2*)

TV-License Hearings Will Start Next Week

From THE DAILY Bureau

WASHINGTON, May 13 – Chairman Harris (D., Ark.), of a House Commerce investigating subcommittee said his group would start next week some "eye-opening" hearings on television station license cases. "Some very interesting information will be developed, he declared, as the sub-

(*Continued on page 4*)

Coyne in Washington As Tax Decision Nears

From THE DAILY Bureau

WASHINGTON, May 13 – Robert W. Coyne, COMPO special counsel, has arrived here from New York to open the decisive stage of COMPO action aimed at elimination of the remaining 10 per cent Federal tax on admissions over 90 cents.

As Congressional measures to which an admission tax-repealer might be tied as an amendment approach committee action stages, it becomes necessary for COMPO to decide which of several bills it will take its chances with. Coyne, in consultation with COMPO advisers here, is expected to make the decision soon.

Goldenson, Hyman

Seek Quality Film Releases For 1958-'59

Round of Meetings with Individual Companies On

A round of meetings between Leonard Goldenson, American Broadcasting-Paramount Theatres president, and Edward L. Hyman, vice-president, with executives and sales heads of major companies to obtain commitments for the continuation of orderly distribution policies through the last quarter of the year and into 1959 is nearing a conclusion here, it was learned yesterday.

Meetings already have been held with Spyros Skouras and Alex Harrison of 20th Century-Fox; with George Weltner of Paramount, and Benjamin Kalmenson of Warner Bros. Sessions with officials of other compa-

(*Continued on page 2*)

Sack, Richmond Form Distributing Outlet

Special to THE DAILY

BOSTON, May 13. – Benjamin Sack, head of Saxon Theatres here, has formed a distributing company in association with Sam Richmond, his general manager, to handle first-run films, both foreign and domestic, in the New England territory. The firm is to be called Saxon Distributing

(*Continued on page 2*)

District Managers for B-B Campaign Named

Names of the eight district co-chairmen who will supervise the work on the exchange area committees to raise funds for the business-building campaign were announced yesterday, following the naming of exchange

(*Continued on page 5*)

ERICH MARIA REMARQUE'S
A TIME TO LOVE
AND A TIME TO DIE

Universal International
CINEMASCOPE
in Eastman COLOR

AS ADVERTISED
IN THE
JUNE ISSUE OF
Redbook
7,494,000
PRIMARY
READERS
THE MAGAZINE FOR YOUNG ADULTS

PERSONAL MENTION

NAT WEISS, 20th Century-Fox assistant advertising manager, will leave here on Friday for Europe. While in Brussels he will represent the company at the special showing of "South Pacific."

•

ERNEST G. STELLINGS, Theatre Owners of America president, will return to his Charlotte headquarters from here today.

•

JACOB H. KARP, executive assistant to **Y. FRANK FREEMAN**, Paramount vice-president in charge of the studio, is in New York from Hollywood.

•

BERNARD M. KAMBER, Hecht-Hill-Lancaster advertising-publicity executive, who returned to New York from London at the weekend, will leave here today for the Coast.

•

TOM MCADOO, film editor, will return to Hollywood today from New York.

•

MILTON A. GORDON, president of Television Programs of America, left here yesterday for London via B.O.A.C.

•

ROBERT ALDRICH, director, will leave here today for London en route to Athens.

•

DR. HERBERT T. KALMUS, Technicolor president and general manager, and **MRS. KALMUS** left Hollywood yesterday for New York. Following a short stay here they will leave for Europe.

'Dracula' Horrorthon

An all-night "horrorthon" which will include a "series of events designed to astound and awe even the doughtiest fans of fear and fright" will be launched here sharply at midnight on the night of May 27 to inaugurate the premiere of "Horror of Dracula" at the Mayfair Theatre. The regular run of the film will commence the next day.

Skouras at White House

WASHINGTON, May 13 – Spyros Skouras, president of 20th Century-Fox, was a visitor to the White House this morning. Fox officials said Skouras had gone solely to pay his personal respects to President Eisenhower and that the visit was purely a personal and not a business one.

Seek Quality Film Releases

(*Continued from page 1*)

nies have been scheduled for the remainder of this week and part of next.

Particular emphasis is being placed on the scheduling of high quality releases for the final 1958 quarter, due in part to the difficulties theatres experienced in the last quarter of 1957. Information on the release schedules will be sent out by AB-PT as soon as complete to exhibitors in all parts of the country who have endorsed the continuing orderly distribution efforts of Goldenson and Hyman.

The reports, together with the meetings with individual company officials, are designed to take the place of a general meeting of exhibitors and distributors which originally had been planned for New York during the summer. The inability of some executives to attend such a meeting, either because of prior engagements or on advice of counsel, ruled it out.

Later conferences are planned by Goldenson and Hyman with company officials to obtain release schedule commitments on quality films for almost all of 1959. Much of this information is expected to be ready to present to the annual meeting of AB-PT theatre partners to be held at the Westchester Country Club, Rye, N. Y., Sept. 29-30 and Oct. 1, and to other interested exhibitors.

NCA Convention

(*Continued from page 1*)

succeed Ted Mann. A large part of the attendance of more than 150 came from out in the territory, and expressed itself as suffering from both daylight saving time and bingo. After a report from Stanley D. Kane, executive counsel, and advice from Ben Marcus, president of Wisconsin Allied—which also is suffering from daylight saving—the group resolved to marshall anti-DST forces in an effort to defeat another daylight saving bill in the 1959 legislature.

Bingo Legalized

As to bingo, Kane told the group that bucking it in the legislature is futile. State law permits bingo if played by charitable, religious or educational groups for profit of no individual. Kane said, however, the law violates a constitutional provision that no legislature may authorize a lottery.

Jack Kirsch, president of Illinois Allied, Marcus and Ben Berger, former NCA president, were among other speakers at the all-day meeting.

Kirsch Urges Cooperation

Kirsch urged the necessity of a "strong, vigorous, effective Allied organization in Minneapolis." This he declared was of vital importance, not only to independent exhibitors in the area but so that they might help brother exhibitors in all areas of the country through their participation in national Allied.

He emphasized the need for frequent meetings and for free and open communication with the national organization.

Grant NT Petition

National Theatres was yesterday granted permission in New York Federal Court to acquire the Civic Opera House in Chicago on a temporary basis to show "Windjammer," first in the circuit's Cinemiracle process.

Rites for R. A. McNeil; Was Veteran Showman

Due to a typographical error in MOTION PICTURE DAILY yesterday in a story reporting the death of Robert A. McNeil, veteran San Francisco circuit operator, the name of the deceased appeared in error as Robert O'Neil. MOTION PICTURE DAILY regrets the mistake and publishes this correction to eliminate any confusion in the minds of its readers which may have resulted from the typographical error.

Funeral services for McNeil were held in San Francisco yesterday.

With E. H. Emmick he had formed the Golden State Circuit in 1927, and was associated with Mike Naify of T & D Jr. Enterprises in the formation of United California Theatres, Inc. Several years ago he sold his interests to Naify and retired, except for the retention of an interest in a small San Francisco chain.

McNeil was 70 years old. He is survived by his wife, a daughter and three grandchildren.

Mirisch and Sturges To Produce 3 for UA

From THE DAILY Bureau

HOLLYWOOD, May 13 – The Mirisch Company today completed negotiations for a joint venture with John Sturges, to be known as Mirisch-Alpha Productions, for production of three top films on which Sturges will be producer-director. All will be released by United Artists.

Schary Signs Clift

HOLLYWOOD, May 13 — Montgomery Clift has been signed by Dore Schary to star in Schary's first independent production titled "Lonely Hearts," which Schary will produce and write for United Artists release.

Admission Ta

(*Continued from page 1*)

motion picture admissions from 1 1½ per cent and Arkansas from 2 3 per cent.

Sales taxes on admissions from of these states totaled $7,58 508.88 in 1957 as compared w $8,484,753.28 in 1956, with one sta Utah, reporting comparable earnir for only one quarter. The other sta imposing sales taxes on admissions not break down their sales tax rev nues to show receipts from moti picture theatres.

Complete Repeal in Kentucky

The Kentucky legislature, whi exempted admissions up to 50 cer from tax in 1956, repealed the on all admissions this year, effecti June 19. Montana, which had i posed a tax of 1½ per cent on gr theatre receipts of over $20,000 quarter, repealed the tax in Ap 1957. Texas, which previously had empted from tax admissions up to cents, raised the exemption to $1.

The Governor of Iowa vetoed a l which would have continued the f mer state sales tax of 2½ per ce and the rate dropped back to 2 cent.

Sixteen Still Taxing

Other states still levying taxes clude Alabama, Arizona, Flori Georgia, Kansas, Louisiana, Marylar Mississippi, Missouri, New Mexi North Dakota, Oklahoma, South D kota, Tennessee, West Virginia a Wyoming.

Sack, Richmond

(*Continued from page 1*)

Corp., and its first picture is t French film, "Mam'Zelle Pigall starring Brigitte Bardot.

"Pigalle" is currently playing Sack's Beacon Hill Theatre here, a bookings have also been set at t Avon in Stamford, Conn., the Warr and Merit Theatres in Bridgepo and the Fitchburg (Mass.) Theat

It has also been reported that Sa and Richmond may enter the produ tion field by financing a number pictures.

Later this year Sack and his w will make a trip to Europe, duri which he will look at foreign produ At the same time, Richmond will to Hollywood to inspect the lat films there.

Headed Firm in 1940

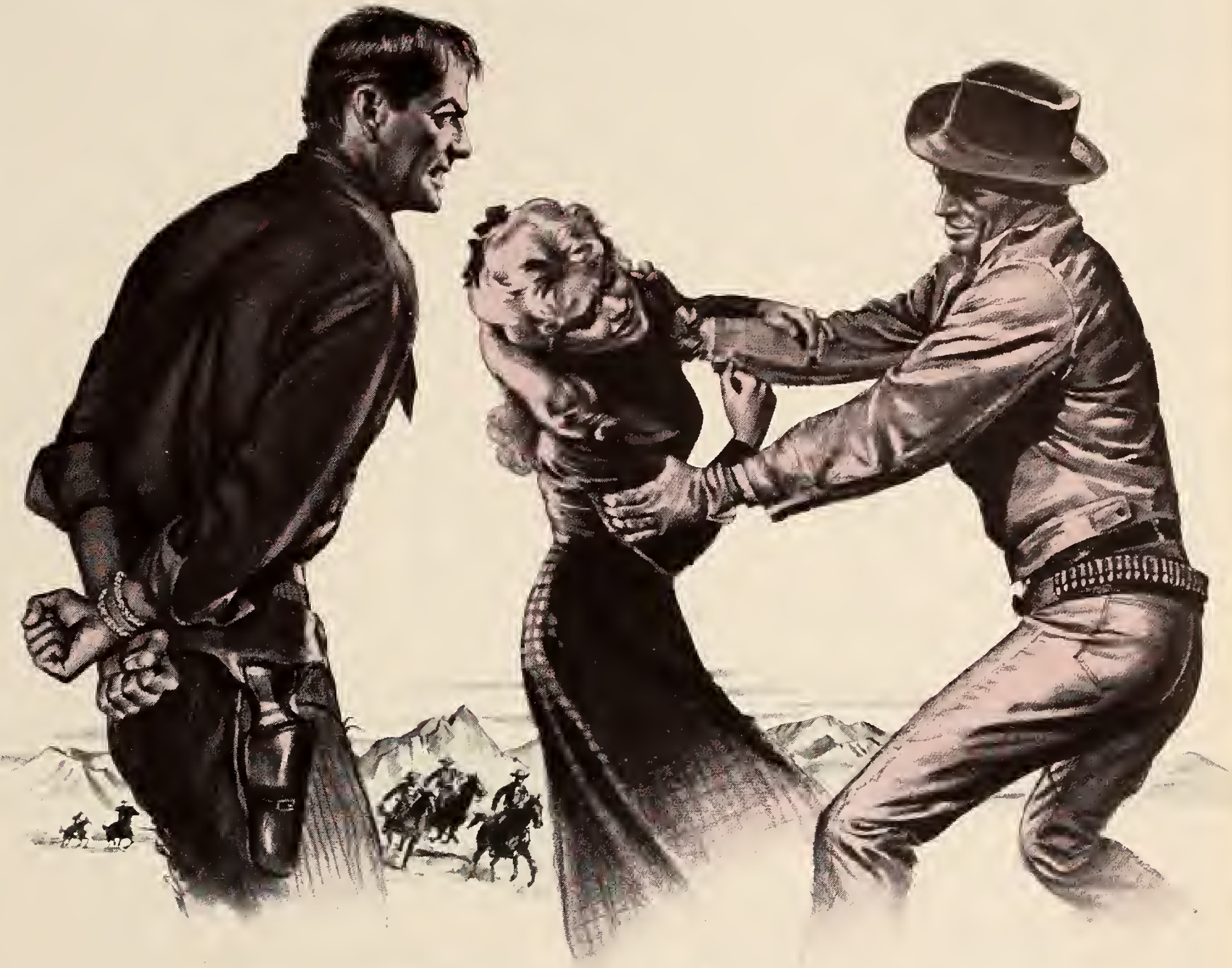
Richmond has had experience distribution before. In 1940 he hea ed his own Lux Film Co., handli "Bitter Rice" in New England wi great success. In 1930 he sold Pat re-issues and "exploitation" films. the interim he operated a second-r theatre in Lawrence, Mass.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vin Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

SHE'S TELLING IT TO MILLIONS OF WOMEN IN TOP MAGAZINES!

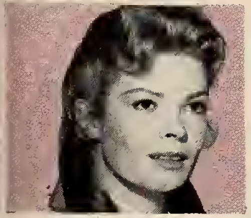
Quote from Patricia Owens, guest columnist for M-G-M's "Picture of the Month" in big national magazine and fan magazine campaign:

"Most stories of the West are about men. This one is about a woman. I know because I play her part in this thrilling and unusual story."



Robert Taylor was the respected law . . . until his own dark past came to haunt him.

Richard Widmark, renegade outlaw . . . he returned to collect on an old debt.



Patricia Owens, a lovely hostage at the mercy of the West's most savage killer.

M-G-M BACK ON TOP IN '58!

ROBERT TAYLOR **RICHARD WIDMARK**

M-G-M
Presents

THE LAW AND JAKE WADE

Filmed in Color amidst the grandeur and terror of the High Sierras.

Co-starring PATRICIA OWENS · With ROBERT MIDDLETON · HENRY SILVA · Screen Play by WILLIAM BOWERS

Based On the Novel by MARVIN H. ALBERT · In CinemaScope And METROCOLOR · Directed by JOHN STURGES · Produced by WILLIAM HAWKS

An M-G-M Picture

Television Today

TV Hearings

(Continued from page 1)

committee resumed hearings today on Federal Communications Commission patent policies. He hinted there would be damaging evidence against some prominent persons, but didn't say which persons or which particular TV station cases would be involved.

Doerfer in Defense of Policy

FCC chairman John C. Doerfer and commissioner Rosel H. Hyde today defended the agency's refusal to require licensees to disclose patent holdings. This refusal was bitterly attacked in earlier testimony by William H. Bauer, former FCC patent adviser.

Doerfer said it seemed "unrealistic" to secure patent information only from licensees when there were many communications patents held by non-licensees. Anyhow, he declared, correction of patent abuses is more properly the concern of the Justice Department, acting under the anti-trust laws, than of the FCC.

Exporters of TV Films May Form Association

A group comprising some 18 leading exporters of films for television met here yesterday to explore the possibilities of establishing a TV film export association to protect the exporters against barriers and unfair restrictions.

A committee will be appointed to study further the problems involved and will report its findings at a future meeting of the group.

One Man's TViews

By Pinky Herman

IF HER performance last Monday night in the "CBSuspense" telecast of "Protege" doesn't win Agnes Moorehead an Emmy, it can't miss earning the lady a lot of attention from TV and motion picture producers. Miss Moorehead, as the "one-time star who makes a brilliant comeback" turned in as fine a performance as we've witnessed in many a year. . . . Irving Feld, general sales manager for Guild Films, has been upped to v.p. in charge of sales and has also been elected to the board of directors of the production firm. . . . Multi-talented Polly Bergen, who zoomed to stardom in 1957 TVia her own NBCommercial and her Emmy-Award-Winning "Helen Morgan Biog" show on "Playhouse 90," will be toasted as the Trouper of the Year Sunday at the Latin Quarter, proceeds to go to underprivileged children. Stars who have already promised to appear on the show include Bob Hope, Phil Silvers, Steve Allen and Milton Berle. . . . The ovation accorded the grand old man of Motion Pictures, Adolph Zukor, last Saturday Night at the Lambs Ganbol, was a symbol indeed of the great love and admiration that all Show Business has for the man who gave the world so much entertainment. After accepting a plaque for himself, "Mr. Paramount" accepted one for Cecil B. DeMille, an honored Lamb for the past 55 years. Shepherd Bill Gaxton, who hosted, was ably assisted in the emcee role by Mickey Alpert.

☆ ☆ ☆

Arthur Godfrey's handsome and talented announcer, Tony Marvin has been signed to star in the new summer "Aqua Follies" show to be held at the site of the Billy Rose Aquashow at Flushing Meadows, Tenoriole Jimmy Carroll, also featured on Godfrey's CBShows, will emcee the colorful water spectacle. . . . The TVersion of "20 Questions," which for many years ranked as one of radio's most popular quizzers, will be CBSeen this summer, packaged by Frank Cooper Associates and emceed by Hugh (Jack Paar Show) Downs. . . . The "Q" in the Robert Q Lewis handle might well stand for "quat erat demonstrandum." The bespectacled ABClown of the "Make Me Laugh" series has more UNPAID gag writers than any other comic in TV, for he receives at least 2 thousand jokes each week from his fans. . . . Stan Musial—he of the 3,000 hits—will be interviewed on WNTA-TV tonight following completion of the game between Stan's Cardinals and the Giants.

Tony Marvin

REVIEW:

From Hell to Texas

20th-Fox—CinemaScope

WITH DON MURRAY and Diane Varsi, of "Peyton Place" fame, starrin direction in the old master tradition by Henry Hathaway, and magni cent photography, in DeLuxe color, of the mountains and deserts of Ne Mexico, this meaty western stands to be strong box office.

It is a tight, well-constructed and orderly story, building suspense it goes, with more than enough action, climaxed by a hair-raising gu fight which probably will stand as the classic of its type for a long tin to come. Robert Buckner, who produced, collaborated with Wende Mayes on the screen play from a novel, "The Hell Bent Kid" by Charl O. Locke, an author well and widely known to western students and fan

Murray, a reluctant killer, is a phenomenal marksman with a rifle. C the run, as the story opens, from villainous rancher R. G. Armstron one of whose three sons has been killed in a fight for which Murray blamed, he eludes Armstrong's riders by starting a horse stampede which the rancher's oldest son is critically injured. The action of t picture concerns Murray's reluctance to shoot to kill even to save h own life, his escape on foot across the desert, a meeting with Chill Wil friendly rancher, and his daughter, Miss Varsi, who falls in love wi the strange refugee, and a three-way fight between Comanche Indian Murray, and two of Armstrong's riders.

All this leads to the climactic battle in a tiny sunbaked town wh Armstrong, Dennis Hopper, his one remaining son, and Murray final shoot it out in an ending with an ironic twist.

The picture is marked by magnificent outdoor photography, pacin which helps to build interest and sympathy for the principal character suspense in Murray's battle against apparently hopeless odds, and fr quent bursts of absorbing and explosive action. High spots in this co nection are a rifle battle between Murray and John Larch, Armstrong foreman; the attack by the Comanches, featuring some of the fine trick riding seen on the screen in many a day, the quiet peace of a Mi sion church, and the final battle.

Not the least of the picture's excellent qualities are the performanc by Murray and Miss Varsi, both youngsters who have traveled far a ready on the road to Fame.

Running time, 100 minutes. General classification. Release, in June.

JAMES D. IVE

Little Hope Seen for ASCAP-Backed Bill

From THE DAILY Bureau

WASHINGTON, May 13 — Members of the Senate Commerce Committee see no chance of Senate approval this year of the controversial bill to force broadcast licensees to sell record or music publishing subsidiaries.

The bill, sponsored by Senator Smathers (D., Fla.), is being backed by ASCAP as a blow at its arch-rival, Broadcast Music, Inc. The measure is opposed by BMI and many other groups, including major film companies.

Members of the Senate committee said subcommittee hearings on the measure would probably now go well into June, and that there is no chance of the Senate acting so late in the session on so controversial a measure.

'Thunder' in Asheville

DRM's "Thunder Road" has set a house record of $7,451 in the first four days of its premiere engagement at the Imperial Theatre in Asheville, N. C., according to reports received here by United Artists.

AB-TV Action

(Continued from page 1)

same time it asked the U.S. Supren Court for an interpretation of t Paramount Consent Decree on t question of whether a divorced circ can reacquire a divested theatre wit out court approval if the acquisiti is to replace a theatre lost throu fire or conversion.

This latter argument was the ma one submitted by AB-PT in its orig nal petition to Palmieri to reacqui the Grove. The Justice Departmen however, opposed this interpretati of the Consent Decree and Palmie upheld them. His ruling marked t first time that a Federal court ha refused the application of a divorc circuit to acquire a theatre proper and was also the first time that Justi had expressed itself in opposition such a petition.

Rules 'Without Prejudice'

In making his ruling Palmieri sa it was "without prejudice," leavi the circuit the right to re-petition hi later to reacquire the Grove if th could prove that it would not restra competition. The Grove has be closed since 1953.

EVIEW:

Hot Spell

Wallis—Paramount—VistaVision

HROUGH HER ENORMOUS skill as an actress and her warmth and sin-
rity as a human being, Shirley Booth has created another memorable
aracter on the screen. The role she plays in "Hot Spell" is in some
ays similar—as is the main plot situation—to the one she enacted
the unforgetatble "Come Back, Little Sheba." Audiences which liked
e earlier film are certain to find this one a rewarding dramatic ex-
rience, too.

Like "Sheba," "Hot Spell" tells the story of a middle-aged couple
hose marriage is falling apart. Only this time the crisis acquires an
lded significance because there are three children, just reaching the
e of maturity, in the family. As the tension grows in the household,
l of its members are vitally affected in several important ways.

Ultimately the story is resolved in tragedy. The husband leaves home
small town in Louisiana) to go to Florida with a young woman he
s been seeing secretly. Both are killed in an automobile accident on
e way. His family begins to reshape its pattern of living to go on
ithout him at the end.

Clearly this is a plot which, badly handled, could have seemed trite,
audlin, or even sordid. Fortunately the talent that brought it to the
reen operates on a much higher level. James Poe has written a script
rom a play by Lennie Coleman) that is notable for incisive charac-
rizations and strong dramatic scenes. And Daniel Mann has directed
r intimate and realistic effects that fully explore the poignant plight
a family that is collapsing from within.

HANKS TO producer Hal Wallis, Mann has a cast of actors that is
st-rate. Anthony Quinn plays the husband, and he makes the spectator
oroughly comprehend the desperation of a man who feels old age
eeping up on him and wants to give life one last fling. Shirley Mac-
ine is the daughter, and she subdues her natural effervescence well
play a shy and sensitive girl in love with a man who feels she is
neath him socially. Earl Holliman is excellent as the older brother
hose inability to get along with his father stems from the latter's re-
sal to give his son any independence. And playing the younger son,
an especially fine piece of acting, is newcomer Clint Kimbrough. He
the one who is hurt most of all by what is happening to his family.

Other good performances are contributed by Eileen Heckart in a
pical (for her) role of a family friend who is always ready with bromi-
c advice; and Warren Stevens as a reluctant suitor of Miss MacLaine.

But the heart and the center of this picture are in the wonderful
rformance that Miss Booth gives. The woman she plays is shallow
d silly and responsible for driving her family away from her by
ominating and "mothering" them all, including her husband. But Miss
oth also recognizes that the woman is good-natured and has decent
stincts, and she gives the character a certain stature by making the
dience perceive this, too.

Alex North has written an exceptional musical score that captures the
mosphere of a deep-South town in summer and also complements the
ory's intense dramatic moods.

In short, "Hot Spell" is a solid and adult drama, enriched by yet one
ore brilliant character portrait from one of the great acting talents
our time.

unning time, 86 minutes. General classification. Release, in June.

RICHARD GERTNER

oe Gins Resigns 'U' istrict Post in Hub

Special to THE DAILY

BOSTON, May 13.—Joseph Gins,
ell known distribution executive,
s resigned as district manager here
Universal-International after four
ars in the post. Previously he was
anch manager for the company in
ashington, Cincinnati and Buffalo.
e also held several branch manager-
ips for Columbia, PRC and the
nk Organization. No successor will
named, company officials said.

Zagrans NTA Pictures Mid-Atlantic Manager

Charles Zagrans, veteran industry executive, has been named mid-Atlantic district manager for NTA Pictures, Inc., H. H. Greenblatt, general sales manager, has announced. Zagrans will headquarter in Philadelphia and supervise sales of NTA theatrical product in the mid-Atlantic area.

Zagrans comes to NTA Pictures from the Stanley Warner organization in Philadelphia, where he was a film buyer and booker.

MPIC Considering Int'l Film Fair in Hollywood

From THE DAILY Bureau

HOLLYWOOD, May 13.—The Motion Picture Industry Council is currently considering sponsorship of an international film festival in Hollywood, following a bid from the California state-sponsored International Trade Fair and Exposition, set to open in Los Angeles on April 1, 1959.

If the project is carried out, the MPIC said, its general plan would include four points: the Academy of Motion Picture Arts and Sciences as co-sponsors; a committee of top studio executives to examine all phases of the project; motion picture and art exhibits as added features of the fair; and a program of panel discussions at which film makers from all countrics would be brought together.

District Managers

(*Continued from page* 1)

area chairmen on Monday by the executive committee of the campaign.

The four district co-chairmen represent Theatre Owners of America and Allied States. They include: East—Sam Rosen, TOA, and Wilbur Snaper, Allied; South—Robert J. O'Donnell, TOA, and Phil R. Isley, Allied; Midwest — George Kerasotes, TOA, and Marc J. Wolf, Allied; and Far West—Frank H. Ricketson, Jr., TOA, and Tom Smiley, Allied.

The TOA representatives were appointed by Ernest G. Stellings, TOA president, and the Allied representatives were named by Horace Adams, Allied president.

Col. Sets 36

(*Continued from page* 1)

with Stanley Donen, Roger Edens, Carl Foreman, William Goetz, Fred Kohlmar, Raoul Levy, Otto Preminger, Richard Quine, Charles Schnee, George Sidney and Sam Spiegel, among others.

In the 36 films announced for release five were designated as "blockbusters" already completed. They are "The Key," "The Last Hurrah," "Bell, Book, and Candle," "Best of Enemies," and "Gunman's Walk." Two "exploitation" specials are "The 7th Voyage of Sinbad" and "The Revenge of Frankenstein."

Sixteen Being Prepared

Listed as among the properties soon to start shooting and scheduled for release in the forthcoming season were "Pepe," "Andersonville," "Miss Casey Jones," "Pocahontas O'Toole," "The Guns of Navarone," "The Last Angry Man," "Ten Years a Counterspy," "The Beach Boys," "The Chase," "Ways of Salvation," "Anatomy of a Murder," "They Came to Cordura," "The Franz Liszt Story," "Magoo's Arabian Nights," "The Image Makers," and "A Gift from the Boys."

We are now dubbing at
Titra Sound Studios:

"Case of Dr. Laurent"
(Trans-Lux)

"It Happened in Rome"
(Rank)

"Titoc" (Azteca)

"Circle of Death" (Azteca)

Last Year It Was "La Strada"

TITRA DUBBING CO., INC.
1600 Broadway, New York, N. Y.
PL 7-6682

What clicks at the box office?

JAMES GARNER, starring in DARBY'S RANGERS. A Warner Bros. Production.

NATIONAL PROJECTOR CARBONS
TRADE MARK

bring out exciting realism!

"NATIONAL" CARBON ARC
brightest man-made light!

"National" carbon arcs match the sun's color balance. That means your audience can enjoy all the realism Hollywood puts on film. Deep colors come to life. Wide, wide screens show sharpness in every detail. For drive-ins, life-like images travel hundreds of feet. Indoors, picture brightness permits adequate house lighting.

These slower burning "National" Projector Carbons help cut operating costs: "Suprex" 7mm, 8mm, and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 83, NO. 95 NEW YORK, U.S.A., THURSDAY, MAY 15, 1958 TEN CENTS

ew Plan

Buy Post-'48 Films Locally, Brandt Urges

is Idea Calls for Minimal nvestment by Exhibitors

A new plan to keep post-1948 film ibraries from television which would perate on a local or regional, rather han national, level, thus bringing articipation costs to exhibitors down o a practical base, has been proposed y Harry Brandt, president of Independent Theatre Owners Association f N. Y., and will be presented to that nd other organizations in the near uture.

The plan contemplates the purhase of 10-year rights to the post-948 film libraries by local groups f exhibitors who would compete with

(*Continued on page* 4)

MPA Ponders Duplicate ublic Domain Works

The obvious problems created by elevision productions of works in the ublic domain during production of he same subjects for theatrical exibition were discussed informally at meeting of the board of directors f the Motion Picture Association here esterday.

Association officers turned the

(*Continued on page* 2)

Convertible' Theatre o Open in Detroit

Special to THE DAILY

DETROIT, May 14.–A unique ew theatre, now under construction ere as part of the Northland Shoping Center, is set to open on May 23. The theatre, which will seat 1,000

(*Continued on page* 4)

Television Today Page 6

Soviet Film Talks Seen In Abeyance for Months

A resumption of negotiations for sale of American films to the Soviet and possible purchase of some Russian films for distribution here is not expected before mid-summer or early fall, a Motion Picture Association spokesman said here yesterday.

Negotiations were discontinued in Washington late last month with an agreement to set a date and place for their resumption within 30 days. It is expected now that that will not be done until some time in June, with the next meeting date being considerably later.

Petrillo to Retire as President of AFM

James C. Petrillo, president of the American Federation of Musicians, AFL-CIO, will not accept renomination to succeed himself at the 61st annual convention of the union which convenes in Philadelphia June 2. His decision to retire from the presidency, to which he has been elected 18 successive years, was revealed in a personal communication to the membership, appearing in the union's official publication, "The International Musician," published yesterday.

Observers in New York expressed the view that the Petrillo withdrawal would not immediately affect the status of the musicians' work stoppage

(*Continued on page* 4)

'Definitely Underway by July 1'

Money in Sight for Radio B-B: Stellings

Estimates That by July Treasury Will Hold Between $175,000 and $225,000

By JAMES M. JERAULD

The radio phase of the business building campaign will definitely get underway by July 1, Ernest G. Stellings, president of Theatre Owners of America, said at a press conference at TOA headquarters here yesterday.

"Sufficient money is now in sight," Stellings said, "and $300,000 has been allotted for this phase of the campaign. A series of 30-second and one-minute spot announcements has been made and recorded for handling by disc jockeys. These will be used on NBC, CBS and ABC stations. They will be sent out in advance."

Stellings took note of the widespread impression that the campaign has become dormant. He professed to be optimistic about it after admitting that there had been some delay on the original schedule.

"It wasn't entirely a matter of money," he said; "we had many ideas to pour into a funnel and have them

(*Continued on page* 3)

NTA Gets Injunction In Suit vs. U.A., Others

National Telefilm Associates was yesterday granted an injunction in its suit against United Artists Corp. and others seeking to prevent the latter from turning over the stock they acquired in Associated Artists Productions to the newly formed company,

(*Continued on page* 5)

Fields, Chodorov Suit Against Columbia Settled

The suit of Joseph A. Fields and Jerome Chodorov, writers of "My Sister Eileen," against Columbia Pictures, seeking $6,000,000 for alleged violation of a contract involving the property, was settled out-of-court yes-

(*Continued on page* 5)

Stellings Optimistic On Halting TV Sales

After a series of conferences with major company presidents and sales managers, Ernest G. Stellings, TOA president, is convinced that it will be possible to work out some kind of an arrangement for keeping post-1948 films away from television.

Whether it will be his recent sug-

(*Continued on page* 3)

'World' Makes $3,000,000 Net Profit at Rivoli Here

"Around the World in 80 Days" has shown a net profit of $3,000,000 to date in its New York run at the Rivoli Theatre, the Michael Todd Co. announced yesterday. The Todd-AO film is now in its 19th month on Broadway, where it has 10 performances weekly.

REVIEW:

Gigi

MGM—CinemaScope

WHOLLY DELIGHTFUL! Light, sophisticated, beautifully photographed in Paris, and with the distinctive music of Frederick Loewe, it leaves the spectator with a buoyant feeling and a desire to see it again.

It is really a triumph for Leslie Caron, who appears first as a mischievous teen-ager and then as a grown-up trained by her mother (Eva Gabor) to appear as a woman of the world; for Maurice Chevalier, gay boulevardier, who views the romantic adventures of the youngsters with smiling detachment; and for Louis Jourdan, as a wealthy young Parisian society man accustomed to taking his romantic attachments where he finds them until he suddenly discovers that he has surrendered his heart to the impish little girl.

The scenes were made on Paris boulevards, in sidewalk restaurants,

(*Continued on page* 3)

PERSONAL MENTION

JACK H. LEVIN, president of Certified Reports, has returned to New York following a trip to Greece and Israel.

•

George Weltner, Paramount Pictures vice-president in charge of worldwide sales; Jerry Pickman, advertising-publicity vice-president, and Sidney Deneau, Western sales manager, will return to New York today from Chicago. Martin S. Davis, executive assistant to Pickman, will return to New York today from Hollywood.

•

Alfred E. Daff, Universal Pictures executive vice-president, has returned to New York from a trip to the Far East.

•

Howard Strickling, M-G-M advertising-publicity director, is in New York from the Coast.

•

Leo Jaffe, Columbia Pictures first vice-president and treasurer, will return to New York today from Hollywood.

•

Kenneth Clark, vice-president of the Motion Picture Association of America, returned to Washington from New York yesterday.

•

Richard Brandt, president of Trans Lux Theatres, is in Detroit from New York.

•

Milton E. Cohen, United Artists supervisor of sales of Michael Todd's "Around the World in 80 Days," has returned to New York from key cities of the Midwest.

•

Frank Ross, producer, will arrive in New York today from the Coast. He is en route to Monaco.

•

Marla Landi, British actress, will arrive in New York today from London via B.O.A.C.

•

Mrs. Chester F. Casanave, wife of the vice-president of Fred Astaire Dance Studios, has given birth to a boy in New Rochelle.

•

Frank Cooper, producer, will leave here today aboard the "Ile de France" for Europe.

•

Ted Krassner, of the sales executive staff on "The Ten Commandments," will return to New York today from Chicago.

MPAA Renews Lease on Present Office Space

The Motion Picture Association of America board at a meeting here yesterday approved arrangements for an extension of the lease on the Association's New York office quarters, eliminating the necessity of moving to a new location, as had been under consideration in recent weeks. The Association has been in its present location for more than 25 years.

Crime Films Set for Shooting in Chicago

Special to THE DAILY

CHICAGO, May 14.—FBI Director J. Edgar Hoover's recent blast against movie and TV "crime glorification" is not putting a crimp in any plans afoot here for productions in both media aimed at using this city as a "gangland" locale.

A new TV series, to be called "Inquest," is being built around Cook County Coroner Walter McCarron, long a stormy petrel in some of the biggest criminal investigations conducted here.

Sees Educational Value

According to Dr. McCarron, the stress will be both on the instructional and suspense angle. He believes that the series will go far toward educating the public on little-understood functions of the coroner's office.

John Burrows, producer of "The Al Capone Story," soon will begin shooting background scenes here. The site of the notorious Valentine's Day massacre still is intact, much as it was on the morning of the biggest "mass execution" in gang history.

Capone's Restaurant Is Gone

However, Jim Collisimo's restaurant, where Capone got his start as an imported bouncer and body guard, has just fallen to the wreckers.

Albany Drive-Ins Play 'Peyton' Day-and-Date

Special to THE DAILY

ALBANY, N. Y., May 14.—For the first time in this section, a group of drive-ins will play a picture—"Peyton Place"—for a week, day and date. Included in the first wave to have simultaneous showings is Fabian's 950-car Mohawk, at Colonie, the largest drive-in of the exchange district.

Openings were set for today. A second wave of area drive-ins will later day-and-date "Peyton Place."

The same plan is to be followed for one or more additional 20th-Fox releases, it is understood.

MPA Ponders

(*Continued from page 1*)

problem over to the legal committee to study and prepare a report which will then be circulated to member companies. The discussion yesterday was limited to a general airing of the situation and it will be taken up again at a subsequent meeting of the board after the legal report has been circulated.

TV Production Injurious

Trade sources said it is felt in some industry quarters that the motion picture producer of a public domain work is at a serious disadvantage in that television can beat him by months to the airing of such a work, even by starting long after the film production has gone before the cameras. The latter involves a tremendously greater investment and stands to be injured by either a good or a bad television production shown shortly before or concurrent with its release.

At the same time, it was pointed out, the film producer of a public domain work has no remedies at law in such a case unless his particular treatment of it has been plagiarized.

Midget Racers Put-Put At Union, N. J., Drive-in

Quarter Midget racing as an attraction for drive-ins was demonstrated yesterday by George Hornstein of Joe Hornstein, Inc., at the Union Drive-in, Union, N.J. A large turnout of theatre owners watched the cars, driven by youngsters and powered by lawn mower engines, race around the track. Mayor F. Edward Biertumpfel of Union welcomed the exhibitors at the Eastern Management Corp. theatre and predicted that the enterprise would be successful provided the emphasis was placed on safety.

Among those present were Lee Koken, RKO Theatres; James Shanahan, Loew's Theatres; Nick Schermerhorn, Edward Lider, Lou Golding, Mike Zala, Ted Manos, Edward Seider and George A. White of the Greater New York Safety Council.

Form New Production Company in Louisiana

Mardi Gras Productions, Inc., a new company to produce both theatrical and television films, has been established, with a capital stock of one million dollars, in Louisiana. Heading the new corporation are Albert Band and Louis Garfinkle, former partners in Maxim Productions, who will serve as president and vice-president respectively. Label Katz of New Orleans has also been named vice-president and Max Zelden of that city is secretary-treasurer.

Chicago Road Shows Set Extra Matinees

Special to THE DAILY

CHICAGO, May 14. — House showing road show film here are usin high strategy in plotting their matine schedules, some of it called for by th late Mike Todd in final instructions to his Cinestage Theatre staff.

Remembering what a highlight afternoons at the movies were for hir when he was a youngster here durin spring vacations, Todd directed tha "Around the World in 80 Days should have matinees every day during the spring school recess.

"Around the World" has als booked an extra matinee at 2:30 P.M for Memorial Day, and the McVickers, where "South Pacific" is playin also has scheduled a special May 3 matinee in addition to the regula Wednesday, Saturday and Sunda matinees.

List Petition Denied In Pension Fund Suit

The petition of List Industries, parent company of RKO Theatres, an others to stay the suit against then and complete arbitration of an actio filed by trustees of the pension an welfare fund of the Motion Pictur Machine Operators Union was denie here yesterday by Supreme Cour Justice Thomas A. Aurelio. The trustees have sued to receive an additional 3 per cent contribution to th fund which it is claimed the defendants had contracted to pay unde a 1955 agreement.

In denying the List petition th judge said the complaint rests on collective bargaining agreement an is not arbitrable.

WGA Meeting Today

HOLLYWOOD, May 14. — Th annual election meeting for officer and board members of the scree writer's and TV-radio branches of th Writer's Guild of America, West, wil be held here tomorrow night at th Screen Director's Guild building.

Schnee Signs Davies

HOLLYWOOD, May 14 — Charle Schnee has signed Valentine Davie to write the screen play of his forthcoming independent production fo Columbia Pictures, "Fear No Evil."

CHICAGO 1327 So. Wabash
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PEOPLE

Cedric Gibbons, art director and esigner of the "Oscar" made famous y the Academy of Motion Picture rts and Sciences, has received from at organization a gold life-memberip card "for a lifetime of contribuon to the excellence of motion picres."

□

Louis W. Pecora has resigned as SCAP director of program services become president of Broadcasters ogram Service, Inc., Cliffside Park, . J.

□

Lou Brown, advertising-publicity rector of Loew's Poli-New England heatres, New Haven, Conn., has een nominated for the presidency the New Haven Advertising Club.

□

Howard Goldstein was honored at farewell dinner by the 20th-Fox ep Club in Albany, N. Y. **Goldstein** leaving the company to become sociated with his father-in-law in e clothing business in Schenectady.

□

Addie Arn, Philadelphia representar American Seating Co., has regned to join the administrative staff the College of Wooster, Wooer, O.

□

Edward Pyne, formerly with the KO circuit in the Cleveland area, as been named manager of the olony Theatre, Shaker Heights, suceeding the late **Julius Lamm**.

□

A. Leo Ricci, owner of the Capitol heatre, Meriden, Conn., has been lected president of the Meridan ions Club.

□

Bill Brevall is moving over from inerama in Chicago to Cinemiracle, hich soon will open at the Opera ouse, in charge of sales promotion.

□

Sidney Dwore, of Schenectady, . Y., is now buying and booking for e Sara-Pla Drive-in Theatre, beveen Saranac Lake and Lake Placid.

□

Howard Smidt, of the Paramount xchange in Albany, N. Y., is again eading Lodge 24, Colosseum of Moon Picture Salesmen. He replaces irgil E. Jones, who resigned after arner Brothers' Albany exchange as closed.

□

J. P. Hudgens, former office manger for Columbia Pictures in Houon, has been transferred to the Atnta office in the same capacity.

□

Robert Stevens has been set by **Aled Hitchcock** to direct "Suspicion" gment commencing rehearsals on Friday, entitled "The Woman Turned to Salt" by F. Tennyson Jesse.

□

W. Lester Hughes, owner of the Nordica Theatre, Freeport, Me., has announced he will seek nomination as the Democratic candidate for the Cumberland County Treasurer post in June primaries.

□

John Johns, M-G-M field representative in Pittsburgh, has been transferred to New York to work under **Emory Austin**, exploitation director. **Manny Pearson** of the Cleveland branch will add Pittsburgh to his territory.

□

Franklin E. Ferguson, promotion chief for the Bailey Theatres, New Haven, has been elected to the board of directors of the Tuberculosis and Health Association of New Haven Area, Inc., for a three-year term.

Leslie Caron and Louis Jourdan in "Gigi."

Gigi

(CONTINUED FROM PAGE 1)

at Maxim's and elsewhere and add to the joyous atmosphere of the whole production, which is in CinemaScope and MetroColor.

The music by Frederick Loewe has already been made familiar on records. Loewe's fame as a composer has spread as a result of his stage success, "My Fair Lady." It has a lilting quality which lingers in the memory. Andre Previn supervised and conducted the music from orchestrations by Conrad Salinger.

There are other fine portrayals. Hermione Gingold has the role of Mme. Alvarez, grandmother of Gigi, a blend of maternal affection and a worldly feeling that the girl should have security regardless of the question of marriage. Her shifting ideas on these problems lend some emotional touches to what could have been merely a vehicle for the eight songs which carry the story forward.

Eva Gabor, as the mother, is interesting without having a vital role in the denouement. Her name and acting talents should add to the commercial value of the attraction.

No exhibitor can go wrong on the picture. It's worth everything he is able to put into it in the way of exploitation. It has already opened in New York to big advance sales; it has a cast with an immense following, and it has appeal for both the young and the old who want to have their spirits lifted.

Arthur Freed was the producer and Vincente Minnelli the director. The screenplay and lyrics were done by Alan Jay Lerner from the novel by Colette.

Running time, 116 minutes. General classification. Release, in July.

JAMES M. JERAULD

Stellings Optimistic

(*Continued from page 1*)

gestion that leading exhibitors form a corporation to take over these films for rental to theatres, or some other plan, he could not predict, he said yesterday. Several company representatives have different ideas, he declared, but all, except United Artists, agree that there should be no further sales of large numbers of films.

In behalf of his own plan for taking over the films he said this could be done for a down payment of $10,000,000, with the remainder, whatever it may be, coming from theater rentals over an extended period.

"The companies would make more money under this plan than they could from direct sales to TV," he stated. "Instead of paying 48 cents on every dollar as taxes they would be paying 25 cents as capital gains."

Prospects to Resume Arbitration Seen Dim

The outlook for a resumption of arbitration negotiations is so dim that Ernest G. Stellings, Theatre Owners of America president, shrugged when asked about it and replied:

"What can I say—Nothing!"

Money in Sight

(*Continued from page 1*)

come out blended. The money in hand and assured is sufficient to eliminate the dark impressions held by many people.

"The newspaper plan will start in September. It has taken time. Seven advertising agencies submitted 12 ideas for it with tentative layouts and these are under discussion."

Stellings would not give specific information as to the funds on hand, but estimated that by July between $175,000 and $225,000 would be in the treasury. All the exhibitor organizations will contribute, he predicted, and then he added some promises of aid had been received from individuals not connected with exhibitor groups.

To Middle of September

He said the radio part of the campaign had been chosen for the start because radio listeners travel in the summer. It will be continued until the middle of September. Budgets will be worked out on a month-to-month basis, with exhibitor payments to be matched monthly by the Motion Picture Association. The payments of the exhibitors' share of the Academy Award telecast will come last. Stellings said the costs of the telecast have already been paid by the MPAA.

Says Anti-Trust Decrees Should Be Modernized

The anti-trust decrees should be modified and modernized so that all former affiliated circuits can go into production with preemptive rights on their own pictures and the ban on block booking should be removed, Ernest G. Stellings, TOA president, said here yesterday.

"We are ready to go before the Department of Justice and make that plea," he said. "Under present conditions some exhibitors do not know two weeks in advance what their bookings are going to be. There is no loyalty to any distributing company any more."

He touched on the present discussion of a possible cut in all excise taxes as a stimulant to general business and said he favored a revision of the tax setup.

Confirmed reservations at the Americana Hotel, Miami Beach, have been received and the next annual convention will be held there Oct. 21-25.

The annual meeting of directors will be held at the same time.

AFM's Petrillo

(*Continued from page* 1)

at the Hollywood studios. The Musicians Guild of America has petitioned the National Labor Relations Board for recognition as the bargaining agent for Hollywood musicians and the studios have taken the position that they cannot negotiate with either the AFM or the new Guild until the NLRB rules on the case.

In the announcement, Petrillo pointed out that he has served as a labor leader for 42 of his 66 years and that he has been an officer of the Federation of Musicians for the last 26 years. He is also a vice-president of the AFL-CIO, and is president of his home musicians' local union in Chicago.

Definite in His Decision

"Now," he continued, "I feel the time has come when I must decline to accept the nomination as president of the American Federation of Musicians at the 61st annual convention in Philadelphia. I hope and pray the delegates to this convention will respect my wishes by not nominating me for the presidency of our great organization, and if nominated, by permitting me to withdraw."

Petrillo's decision to retire means that his successor will be elected during the June 2 convention week and would assume office immediately.

REVIEW:

The Case Against Brooklyn

Morningside—Columbia

A FOREWORD TO this Morningside Production, which tells of the break-up of a "bookie" ring in Brooklyn that was receiving protection from crooked policemen, states that the events depicted really happened "a few years ago." More recent newspaper headlines have made the time qualification unnecessary, which gives this Columbia release a strong topical quality as a "plus" exploitation factor. This is an asset it doesn't especially need, however, for it can stand on its own as an interest-absorbing cops-and-robbers film.

The main story outline, in which a rookie cop goes undercover and eventually traps "Mr. Big" of the gambling racket, is not exactly new. But the screen play of Raymond T. Marcus from a screen story by Daniel B. Ullman relates the plot in an economical and straightforward way. The direction of Paul Wendkos is quick and inventive. And some sharply drawn characters are well played by an able cast, whose most familiar faces are Darren McGavin, Maggie Hayes, and Warren Stevens.

Providing the film with its greatest substance is the intriguing character of the rookie played by McGavin, who is no "hero" in the usual sense. He is presented as an ambitious, opportunistic fellow not at all averse to cheating on his wife with another woman and chalking it up as part of the job. His reckless approach eventually results in the deaths at the hands of the mob of both his wife and his best friend.

This picture, which Charles H. Schneer produced, has more than the average quota of violence—one man is shot down in cold blood by a corrupt policeman; the latter then commits suicide; the wife is killed in a bomb explosion; and others die gorily in gun duels.

Action fans should enjoy themselves at "The Case Against Brooklyn." Running time, 82 minutes. General classification. Release in June.

RICHARD GERTNER

BUSY?

Then you appreciate

MOTION PICTURE DAILY's policy of

All the News that Is News . . .

Concise and to the Point

with jealous concern for its reputation of

JOURNALISTIC RESPONSIBILITY.

'Convertible' Theatre

(*Continued from page* 1)

persons, will have for its ceiling a translucent "Geodesic Dome," suspended from the outside by an aluminum web. All equipment is portable so that the building can be converted in the summer to a legitimate theatre.

Present plans call for showing motion pictures in the spring, and reconverting to them in the fall for operation through Thanksgiving or as long as the weather permits.

The theatre will be open in the evening only, with two complete shows daily. The first bill will be "Smallest Show on Earth" and the "U.P.A. Festival."

Dick and Gene Sloan Operators

The Northland Playhouse Cinema, as it is to be called, will be operated by brothers Dick and Gene Sloan, who now control the Mercury and Radio City Theatres here. Hy Bloom will be manager.

After the film season is over, the Geodesic Dome can be moved elsewhere in the shopping center to be suspended in another area.

'Snow' in Chicago

CHICAGO, May 14 – George Simenon's "The Snow Was Black," is opening here at the Ziegfeld without any interference from the Chicago Police Censor Board, thanks to a decision by Mayor Richard J. Daley that it could be shown with a special "adults only" permit. The board banned the film two years ago.

Brandt Urge

(*Continued from page* 1)

local television stations for area e hibition rights, rather than again TV networks for national rights.

In this way, Brandt points out, ca which exhibitors would be required subscribe would be kept within r alizable goals and no trust funds bond issues, such as previously pr posed plans for post-'48 library acqu sitions require.

National Aspect Essential

Actually, to obtain the best resul the plan seemingly would have to accepted by most regions througho the country, thus giving it a nation aspect both for theatre protection ar for total producer-distributor revenu Nonetheless, some areas presumab will not participate, for one reason another, and such territories presun ably would be open to TV sales the films.

Attorneys for ITOA are studyi the plan now for legality and pra ticability and are expected to hav it ready for presentation to the ITO at its next meeting in two weeks.

For its greatest effectiveness, t plan contemplates that every theat in a particular area will be a su scriber on some equitable basis to determined, such as its run, seati capacity or other standard. Through central source, they would bid competition with local TV outlets f the long term area rights to the film

Could Outbid TV

It is believed that even with capit easily within the reach of every p ticipating theatre, they could easi outbid the area TV competitio which might be in a position to off $15,000 to $25,000 for a top attra tion. Many of the films would ha substantial reissue values and the would be re-played by the theatr thus maintaining the treasury for a ditional acquisitions and, conceivabl returning the original subscriptio with interest.

Theatres would pay the subscri tion even though they might elect n to play the bulk of the films acquire their insurance being the protecti from TV competition they would r ceive.

Two-Way Advantage Seen

Producers-distributors would ha not only the inducements of high area revenue for the libraries th would be realized from sales in t same areas to TV outlets, but also t assurance that they would not be co tributing by sales to TV to compet tion with their new releases, but al the avoidance of the various costs tached to re-release distribution.

Brandt emphasized the plan still in an embryonic stage. He said la yers will "look for loopholes" and w examine such questions as wheth or not divorced circuits could parti pate without conflict with their Fe eral consent decrees. Preliminar opinion on this subject, he said, that "any business has a right to pr tect itself."

REVIEWS

Married a Woman

RKO Radio—U-I

George Gobel, that friendly, funny little man who made a host of friends via television several years ago, and has succeeded in keeping most of hem, herein plays the advertising executive married to an extremely well constructed Diana Dors. His efforts to come up with a vital new campaign to save the big beer account and at the same time to cope with his wife and mother-in-law problems make for light, but really funny comedy.

The material is not too heavy, of course, but George makes the most of it. Miss Dors provides a decidedly decorative feminine foil to George, and Adolphe Menjou and Jessie Royce Landis, in particular, offer effective support. The film was made a couple of years ago by RKO Radio, and is one of the group taken by Universal for release.

As produced by William Bloom and directed by Hal Kanter from a screenplay by that top comedy writer, Goodman Ace, the yarn stays close to comedy all the way. When it veers away, as it does on a couple of occasions, it slows down and falters. But those lapses are few.

Gobel, married to a Miss Beer of a couple of years before, is faced with the problem presented by his boss, Menjou, that he alone must dream up a new campaign or they will lose the beer account, which means the end of the agency. His struggles to come up with the right answer in the few days allotted, while at the same time trying to solve a wife and mother-in-law problem make for some funny situations.

Running time, 84 minutes. General classification. Release in May.

Charles S. Aaronson

The Secret Place

Rank Film Dist. of Amer.

The British film makers have a way with neatly constructed and unpretentious melodramas, made on a modest budget and filmed in realistic settings. They also have a way with handling children on the screen so as to make them appear real and unaffected. Both these characteristic English talents are nicely blended in "The Secret Place" to a produce a picture that is rather unique—a non-violent suspense tale which the family audience can enjoy as a unit.

It tells the story of a young school boy who is duped into aiding a gang of jewel thieves and then turns the tables on his deceivers by giving the diamonds to the police. The criminals try to prevent this, of course, and the plot reaches its climax when the lad is trapped on the high scaffolding of a building under construction with the stolen jewels in his hands. And that's the only remotely terrifying action in the picture. No one gets killed; no one even gets beaten up.

As a result, hardened action fans may find "The Secret Place" too mild for their tastes. But others will find sufficient compensation for that lack in such things as the simplicity and directness of the plot; the strong sense of atmosphere in the settings in the slum area of London's East End; and some typically good English "character" acting.

Michael Brooke cuts a sturdy figure as the brave boy who outwits the crooks, and Belinda Lee is attractive and eventually sympathetic as the girl who loves the leader of the thieves. The latter character is made appropriately detestable by Ronald Lewis.

The original screen play was written by Linette Perry, and the John Bryan production directed by Clive Donner.

Running time, 81 minutes. General classification. Release, current.

R. G.

Say 'Karamazov' Big Success at Cannes

According to Jay Carmody, America's official representative at the Cannes Film Festival; Favre Le Bret, head of the festival committee; Nate Golden, of the motion picture division of the U.S. Department of Commerce, the showing at Cannes of "The Brothers Karamazov," official American entry, was "excellently received" and not, as one press association report stated, the recipient of "jeers and catcalls."

Cables received here yesterday said also that the personal appearance of Yul Brynner and Claire Bloom, two of the picture's stars, was a highlight of the festival program and that no one demonstrated unfavorably, as also had been carried in the report.

Calls It 'Falsehood'

Referring to the report, Carmody described it as "a complete falsehood." Le Bret cabled that the report was "absolutely false. 'Karamazov' had not adverse reaction." Golden said: "The showing was excellently received and I neither saw nor heard any adverse audience reaction."

Fields, Chodorov

(*Continued from page 1*)

terday. Terms of the settlement were not revealed, and Columbia officials here would not comment.

The writers had charged they sold the stage property in 1947 to Columbia granting them the right to make a picture and a remake but no sequels. The company made a new film in 1955, which the writers claimed was a "sequel" and not a remake.

WB Promotes Goldman

Julie Goldman, of Warner Bros.' Indianapolis branch, has been promoted to the post of assistant branch manager of the company's New York exchange, effective immediately, it was announced here.

NTA and UA

(*Continued from page 1*)

United Artists Associated, Inc. The injunction was signed by New York Supreme Court Justice Aaron Steuer, who said that he took the action to expedite trial of the NTA suit, which has been pending for some time.

NTA had asked in its most recent complaint that the defendants be directed to hold the AAP stock in question in trust for NTA and that they be enjoined from proceeding with their alleged plan of acquiring the assets of AAP and also from transferring the stock held by Gotham TV (another subsidiary of UA) to UAA. In its original suit NTA charged the defendants had "interfered in and brought about cancellation" of a deal in which NTA would have acquired controlling interest in AAP.

In granting the injunction yesterday, Judge Steuer commented, "It would be improper to state a conclusion on certain issues in advance of trial further than what is necessary for approving the injunction." He then said he hoped the action would speed trial of the suit.

$621 for First Edition Of 'Old Newsboys Day'

Special to THE DAILY

ATLANTA, May 14 – A special auction of the first copies of the Old Newsboys Day edition of the "Atlanta-Journal-Constitution" brought a surprising $621.

The auction was conducted by the Atlanta Variety Club, which sponsors the Old Newsboys Day each year for the benefit of the Atlanta Cerebral Palsy School. The auction, which each year precedes the street sales, was this year termed the "most successful" yet conducted.

'Road without End' to AA

HOLLYWOOD, May 14 – Allied Artists and Stuart E. and Dorrell McGowan have acquired "Road Without End" from H-R Productions, it has been announced by Steve Broidy, president of the former company. The film, featuring a German shepherd dog, is the second McGowan Productions picture which Allied Artists has arranged to distribute.

'Windjammer' Booked

CHICAGO, May 14.–"Windjammer," first picture in the Cinemiracle process, will make its local debut on Friday, June 20, at the Opera House. This will be the picture's fourth engagement. It is now being shown in New York, Los Angeles, and Oslo.

Disney Acquires 'Storm'

HOLLYWOOD, May 14. – Walt Disney has acquired George Stewart's novel, "Storm," from Paramount Pictures for a live-action production, it was learned today. James Algar will adapt and direct the film for Disney.

National Pre-Selling

THE MOST unusual location story we've ever read appeared in the May 10 issue of "The Saturday Evening Post." It takes place in a Japanese fishing village where director John Huston made "The Barbarian and the Geisha" starring John Wayne.

One day, 350 fishermen—extras suddenly left the shooting set, leaped into their boats and headed out to sea where a school of dolphin were sighted. They fished for three days and returned to the movie set after they had completed their catch.

One Japanese technician bawled out for suspected dishonesty by production manager Eckhardt appeared the following day in his office with a small box. Eckhardt was horrified to discover it contained the severed little finger of the Japanese left hand —his way of salvaging his honor.

•

"God's Little Acre," Erskine Caldwell's 1933 novel, has been made into a motion picture for United Artists by director Anthony Mann. An interesting pictorial story and review on this new film was produced by "Life" for their May 5 issue.

"Life" reports that, "while the film steps gingerly at times; the book's spirit remains and the movie emerges a funny story of passion in cotton-picking land."

•

"Life" will place frequent institutional ads in "The Saturday Evening Post," "Look," "Ladies' Home Journal," "Reader's Digest," and "Life." Andrew Heiskell, publisher of "Life" said "We are impressed by the sheer size of the country's purchasing power represented in the readership of the five magazines. The use of magazines was indicated by readership data uncovered in 'Life's' Study of Consumer Expenditures." Audience figures, to be released late this month, show an average issue of the five magazines in combination reaches households which account for 73 per cent of total household expenditures for all consumer goods and services. This campaign replaces "Life's" alternate sponsorship of Edward R. Murrow's "Person to Person" on CBS-TV.

•

"You're really not living if you're not in love" said Paddy Chayefsky, on the set of "The Goddess," his first script written directly for the movies, according to the "The Hollywood Scene" appearing in the May issue of "Seventeen." Paddy wants to show "what happens to people like the heroine in this film; who yearn for the material things in life and sacrifice human values."

•

Douglas Fairbanks, Jr., producer of "Chase A Crooked Shadow," was interviewed for the May issue of "McCalls."

Walter Haas

Television Today

CBS Net at $6,518,039 For Quarter; Up 10.3%

Consolidated net income for the Columbia Broadcasting System for the first quarter of 1958 was $6,518,039, compared with $5,907,323 earned in the comparable period of 1957, it was announced yesterday at a meeting of the board of directors by William S. Paley, chairman. The current figure represents an increase of 10.3 per cent over the 1957 total.

Net revenues and sales for the quarter totaled $103,296,857, as compared with $95,946,932 for the corresponding period last year. This represents an increase of 7.7 per cent.

Equal to 83 Cents a Share

The current earnings are equivalent to 83 cents per share. Earnings of 77 cents per share were reported for the first quarter of 1957. Per share earnings are calculated on the average number of shares—7,881,400 in 1958 and 7,651,446 in 1957—outstanding during the respective three month periods.

At the meeting, the board of directors declared a cash dividend of 25 cents per share on its Class A and Class B stock, payable June 13, to stockholders of record at the close of business on May 29.

'Perry Como Show' Is Sold Out for 1958-59

"The Perry Como Show," Saturday night music-variety program (NBC-TV Network, colorcast 8-9 P.M., NYT), is completely sold out for the 1958-59 season, it was announced by Walter D. Scott, vice-president, NBC Television Network Sales.

"The Perry Como Show" will begin its fourth season Sept. 13. The following advertisers will sponsor one-half of the program on various dates during 1958-59 (the first six, current sponsors of the show, have renewed for the upcoming season):

RCA a Sponsor

The Sunbeam Corp., American Dairy Ass'n., Kimberly-Clark Corp., the Radio Corp. of America, Whirlpool Corp., Noxzema Chemical Co., and the Chemstrand Corp.

The legend of the "Rough Riders," who carved out a new life in the West following the Civil War, will be recreated in a new series on ABC Television, Thursdays, 9:30-10 P.M., EDT, starting Sept. 18. It will be sponsored by P. Lorillard Company.

Ziv Signs Dane Clark

HOLLYWOOD, May 14. – Dane Clark has been set by Ziv Television Programs to direct several segments of their "Target" anthology series which stars Adolphe Menjou.

Britain's Wilcox Turns to TV; Emissary Here Explains Viewpoint

By FLOYD STONE

Britain's picture pioneer Herbert Wilcox finally at the age of 66 has turned to television. Not exclusively; but in his opinion, it is a proper medium of entertainment and a superb vehicle for selling, and it can, must, and will use his pictures—and he is a film maker, for whatever outlet.

This changed viewpoint was explained the other afternoon at the Algonquin by his emissary, James Swann, who came from MCA in Britain and whom Wilcox has made his television film executive producer. Swann here and on the Coast will be talking to his old MCA friends, to others at NBC and ABC, and possibly CBS, and also and very importantly to "Madison Avenue men."

M.P. DAILY picture

JAMES SWANN

Whether the Wilcox change represents bad news of a sort for exhibition, to Swann is merely a fact of the times. Theatrical film makers who talk about their addiction to the "art" are talking "a lot of nonsense." Basically, the film is entertainment and in his estimation people will accept the small screen and the advertising talk. Only a bad television film will drive them to the theatre.

Points to Reaction to Phone

"It isn't very good for your exhibitor readers; but what or how can it be when you are a feature producer? Are you going to sit back and talk as they did about the telephone, as an invention of the devil?"

Wilcox for six years or so has studied television, Swann said, and now knows why and how. Basically, in Britain alone television pictures cannot pay their way. They must win acceptance on 50,000,000 American screens. Generally, all have failed. They fell, in his estimation, between the stools of American and British concepts, writing, accents, orientation. An exception has been "Robin Hood"; but this, too, will go away because it is cyclical, a costume drama, as ephemeral as westerns, espionage, crime. Television to Swann is the theatre, rounded, catholic, an evening show at home. He and the Wilcox group see half hour films now, later one hour or longer.

This is the concept he is selling here, looking for sponsors. It also is his job to seek from the networks, and from MCA, leading actors and especially a writer or several.

Wilcox television so far has sold 26 30-minute films to the BBC. They are a series, about Mme Brusselmans, a Belgian who hid 180 Allied fliers. They star Anna Neagle, Mr. Wilcox's wife.

First BBC Use of Films

They represent the Wilcox acceptance theory: few of the accents are British; several of the fliers are American; the cast is itself, international and natural. The series is not only the first Wilcox effort, but the first BBC use of films. A government agency, it is competing, hard, with commercial networks. With Swann here, and negotiating with networks, is Ronald Waldman, BBC television business manager.

Jones Names New CBS Division Executives

Merle S. Jones, president of CBS Television Stations, has announced the executive structure of his division and appointment of new executives.

The new officer and department heads are: John Cowden, vice-president – sales promotion and advertising; Thomas Means, director of sales promotion and advertising; Charles Oppenheim, director of public relations.

Two additional executive appointments—controller and director of engineering—will be announced shortly.

Charleston Station New ABC-TV Affiliate

Station WCHS-TV, Charleston, W. Va., will become a primary affiliate of the ABC Television Network, effective July 1, it was announced by John Gelder, Jr., vice-president and general manager of the station, and Alfred R. Beckman, vice-president in charge of station relations for ABC Television.

WCHS-TV operates on Channel 8 with 158 kilowatts video power and 93.3 kilowatts audio power, serving the Charleston-Huntington area. The market area, second in the state, ranks 82nd nationally in retail sales.

Concede RCA Patent Needed for Stations

From THE DAILY Bureau

WASHINGTON, May 4.—Fed Communications Commission offic conceded no television system co be constructed under present F standards without using some RC controlled patents.

Chairman John C. Doerfer general counsel Warren T. Ba conceded this in testimony befor House Commerce investigating s committee. But Doerfer quickly w on to say that the FCC standa were not made with this in view ony to get the best quality service.

"The quality of the equipment not the ownership of patents" dicta FCC standards, Doerfer insisted. he had yesterday, he said pat abuses were more properly the c cern of the Justice Departme Anti-Trust Division than of the F

KGO Silenced 5 Hour By a Wildcat Strike

Special to THE DAILY

SAN FRANCISCO, May 14 – KGO radio and television stati here went silent for five hours y terday by a wildcat strike of n engineering employees. Radio bro casting was held up for five hours a televising for one hour and forty- minutes.

Taking part in the strike were m than a score of television progr assistants, scenic artists, news writ producers, record librarians, ra writer producers and film editors.

The workers taking part in strike against the ABC outlets h established picket lines in front of KGO building at 5 a.m. Engine and other union employees respect the lines and remained off the j Later in the morning union offici conferred with the wildcatters a pursuaded them to return to w shortly after 10 A.M.

These strikers are members of National Association of Broadc Employees and Technicians now gaged in negotiations nationally w ABC.

Name Steinberg CBS Information Unit Hea

Appointment of Charles S. Ste berg as director of information se ices for the CBS Television Netw was announced yesterday by Louis Cowan, president of the CBS Te vision Network.

Steinberg, who will assume his n duties immediately, is taking over t post held by Charles Oppenhei who has just been appointed direct of public relations for the CBS Te vision Stations.

Steinberg joined CBS as direct of press information for the CBS R dio Network January 7, 1957. Pr to that, he was associated with W ner Bros. for 14 years as assista director of publicity, associate dir tor of publicity, and eastern public director.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

)L. 83, NO. 96 NEW YORK, U.S.A., FRIDAY, MAY 16, 1958 TEN CENTS

DITORIAL

)angerous Virtue

By Sherwin Kane

RNEST STELLINGS, Theatre Owners of America president, told a trade press conference in New rk this week that "sufficient money assure the next phase of the indus- business-building campaign is in ht," and that "conservatively" 75,000 to $225,000 in exhibitor ntributions will be in by July 1.

Stellings' optimism is heartening to who are genuinely anxious to see business-building campaign get der way on schedule and everyone, ely, hopes that his confidence is ll founded and that future events ll prove it to be justified.

•

It is idle at the moment to take it granted that the campaign financ- will be available in time for its xt phase—the radio advertising pro- am scheduled to start July 1. Almost entire efforts of the campaign ministration are being concentrated the task—becoming daily more tical—of getting in the minimum ntributions needed for that purpose, say nothing of the overall exhibitor ota of $1,150,000 needed by mid- nmer.

To date, those efforts have met th no success worth mentioning.

Nor does the committee have, as llings' statement would appear to ply, until July 1 to take up the lio campaign commitments. That is date the campaign should start. it is to start then, the industry's nmitments for stations and time ıst be made by June 1.

•

Nor is Stellings correct in stating, cording to press reports, that the e major circuits have made their ntributions and this "fact" will en- urage others to do so. The truth two major circuits have made rtial contributions; three have not de any as of now.

Confidence is a fine thing. So are timism and enthusiasm. But the in- stry's business-building campaign nnot be run on them alone. Hard sh is needed, too, and the time for tting it into the campaign treasury fast running out.

The best campaign advice yet given exhibitors was that by Paul Laza- , Jr., at last week's Ampa luncheon: entlemen, put your money where ur mouth is."

Sub-Run Minneapolis Exhibitors Start Drive for 28-Day Clearance

Special to THE DAILY

MINNEAPOLIS, May 15—Local subsequent-run theatres have embarked on a campaign to deluge film row branch managers with requests for move-ups from late clearances to 28-day slots.

Some of the film companies have expressed alarm over the tendency of the exhibitors to demand move-ups and it has been hinted that there may be a drastic revision of the subsequent run system. Paramount, for instance, adopted a zone system in connection with time slots for the play-off of "The Ten Commandments," and it has been reported that the company may use a version of

(*Continued on page* 3)

WB has 34 Films Ready, Shooting, in Preparation

Warner Bros. announced yesterday it has 34 major motion pictures completed and awaiting release, now being filmed or in various stages of preparation.

Heading the roster are "No Time for Sergeants" and "Indiscreet," the next two attractions at Radio City Music Hall, following the current engagement of Warner Bros.' "Marjorie Morningstar."

The other forthcoming films are "The Old Man and the Sea," "The Naked and the Dead," "The Nun's

(*Continued on page* 2)

Hard-Ticket Policy For 'Old Man and Sea'

A hard-ticket policy has been set by Warner Bros. for its Leland Hayward production of Ernest Hemingway's "The Old Man and the Sea," Hayward disclosed at a trade press luncheon at Toots Shor's here yesterday following a screening of the picture.

World premiere has been set for the Stage Door Theatre, San Francisco, on Aug. 12. It will be followed by openings, all on a hard-ticket, two-

(*Continued on page* 3)

Three Added to Board Of Cinerama Prod.

Three new members have been added to the board of directors of Cinerama Productions Corp., in accordance with the plan announced at the annual stockholders meeting last February, share holders are advised in a letter released here yesterday. The new directors are Leonard E.

(*Continued on page* 2)

Additional TOA B-B Fund Co-Chairmen Set

Co-chairmen for industry business-building campaign committees have been named for additional territories by Ernest G. Stellings, president of Theatre Owners of America, Compo reported yesterday.

New appointments include Kentucky—Gene Lutes and Ralph E. Mc-

(*Continued on page* 2)

Six Upper Midwest Rural Theatres Reopen; Merchant Support Provided in Buffalo, S. D.

Special to THE DAILY

MINNEAPOLIS, May 15—The Buffalo, S. D., chamber of commerce has pitched in with a monthly subsidy to keep the town's Legion Theatre, owned by the local American Legion post, in operation, it was learned here. Six other theatres in the upper midwest have reopened and one in Tripoli, Ia., has closed.

The Buffalo problem was worked out jointly by the chamber and the veterans in an effort to keep the theatre operational as a recreation facility and business stimulator, but both organizations have stressed that the house must at least reach break-even point by July I or it will be closed.

Other theatres reopening include the Royal, Lohrville, Ia.; Little America, Carthage, S. D.; State, Blair, Wis.; Waubay, Waubay, S. D.; Rialto, Truman, Minn.; Orpheum, Madison, Wis.

FCC Challenged

NTA Station Grant Hit by House Group

Cite Anti-Trust Suit and Production of Programs

By J. A. OTTEN

WASHINGTON, May 15 — House Commerce Subcommittee investigators challenged Federal Communications Commission licensing policies in a wide variety of television cases, including a station grant to National Telefilm Associates.

They said the Commission's approval of the sale of station WMGM in Minneapolis to NTA raised, among other questions, the issues of whether a producer and distributor of TV

(*Continued on page* 6)

Appeals Court Decision Upholds N.Y. Censors

Special to THE DAILY

ALBANY, N. Y., May 15. — The Court of Appeals in a 4-3 decision today, overruled a unanimous finding by the Appellate Division that the Board of Regents lacked the power to ban "Lady Chatterley's Lover."

It was the first court victory for "censorship" here in several years; as

(*Continued on page* 6)

SMPTE Forms New Unit In Nashville, Miami

Two new sections have been formally added to the rolls of the Society of Motion Picture and Television Engineers, it was revealed here yesterday. The additions are in Nashville and Miami and bring the number of SMPTE sections to ten.

In the Nashville area a petition was

(*Continued on page* 2)

Television Today Page 6

PERSONAL MENTION

ROBERT S. TAPLINGER, head of Robert S. Taplinger Associates, will leave New York today for Europe.

•

Americo Aboaf, vice-president and foreign general manager of Universal International, has returned to New York from a European business trip.

•

Edward G. Chumley, U.S. and Canadian sales manager on Cecil B. DeMille's production of "The Ten Commandments," has left here on a trip to Chicago, Cleveland, Jacksonville and Atlanta.

•

Malvin Warshaw, NTA Pictures national director of advertising and promotion, left here yesterday for Kansas City.

•

Sidney M. Markley, vice-president of American Broadcasting-Paramount Theatres, is due back in New York at the weekend from the South.

•

Max Bercutt, Warners' studio-sales liaison, will return to the Coast today from New York.

Strong 'Caravan' to Indianapolis May 21

The Strong "Caravan of Light" has been booked in Indianapolis for two demonstrations, May 21 at the Twin drive-in theatre, Highways 421 and 52, at 8 o'clock; and at the Lafayette drive-in, 38th and Highway 52, at midnight.

A demonstration in Louisville will be held May 23 at the Twilite drive-in, 4015 Crittenden Drive.

The screens at the Twin and Twilite Drive-Ins are 120 feet wide, and that of the Lafayette, 114 feet wide. The national tour is now in its third month.

100 for 'Pacific'

Rodgers and Hammerstein's "South Pacific" will celebrate its 100th performance Saturday afternoon at the Criterion Theatre here. The Todd-AO presentation is being shown on a reserved seat policy with 11 scheduled performances weekly.

Editor Indignant at Theatre's Closing

Special to THE DAILY

CENTERVILLE, S. D., May 15—The editor of the "Centerville Journal" has expressed indignation over the belated regrets of his readers over the passing of the local theatre.

In an editorial headed "A Closed Chapter" the editor wrote:

"I nearly flipped my lid the other day when a fellow stated: 'It's really too bad that Centerville couldn't support the theatre. I for one wish that it was open!'

"Honesty that's the first time since Nov. 1 when the theatre closed that I have heard anyone even venture such a thought! Maybe some folks are beginning to do a little figuring. Just as many people from here are still attending shows. They are just driving much farther and paying more money for the privilege. And how peacefully our main street sleeps . . . especially on a Sunday night!"

Conciliation Seen Inactive in Albany

Special to THE DAILY

ALBANY, N. Y., May 15—No great interest in the use of the industry's conciliation machinery has been shown by exhibitors of the Albany exchange district, during six months of its existence.

The only theatre owner who would confirm that he instituted a complaint was George Thornton, of Saugerties. He sought removal of clearance held by Walter Reade, Jr. in Kingston, 13 miles away, over the Orpheum in Saugerties—on the ground that no competition between the two existed. A Reade drive-in at Kingston, as well as conventional operations by the circuit, were involved.

Thornton petitioned two companies for relief. He planned to do so with other distributors, at a later date—apparently awaiting a decision by the first two before making a further move.

One company denied his petition, and an appeal to the home office failed. The other was also denied locally but Thornton has not yet appealed this.

No exhibitor hereabouts seems completely sold on conciliation. Some say they "do not know much about it"; others, that "it provides nothing new, nothing that did not, in fact, exist before." Occasionally, the effectiveness of conciliation is questioned.

25 Book AA Dual

Allied Artists' "Macabre" and "Hell's Five Hours" have been set to open in 25 Southern California area theatres on May 21.

WB Readies 34

(*Continued from page 1*)

Story," "Home Before Dark," "Onionhead," "Across the Everglades," "John Paul Jones," "Auntie Mamie," "Damn Yankee," "The FBI Story," "The Hanging Tree," "Letter from Peking," "Rio Bravo," "A Summer Place."

Also, "The Big Red 1," "The Sundowners," "The Philadelphians," "The Dark at the Top of the Stairs," "Ice Palace," "Yellowstone Kelly," "The Whip," "Guns of the Timberland," "Ride Out the Night," "The Miracle," "The Bramble Bush," "Parrish," "Westbound," "Born Reckless," "Dangerous Youth," "Island of Lost Women," "Girl on the Run," and an untitled Frank Sinatra production.

Three Added to Board

(*Continued from page 1*)

Edelman, Philadelphia; Joseph L. Skozen, Hammond, Ind.; and Charles B. Ripley, New York City.

The company by-laws have been amended to increase the board to eight. All the new members have substantial holdings in the company; Edelman owns 3,800 shares; Skozen, 5,400; and Ripley, 8 000.

The letter also states that a meeting of the board, including the three new members, will be called in the near future.

SMPTE Forms

(*Continued from page 1*)

filed by active members there, and the board approved this unanimously. In Miami the section is a student chapter at the University of Miami. The faculty adviser for the chapter, the fifth such established in the U.S., was C. Henderson Beal, motion picture director for the university.

Story Vital, Goldwyn Tells UCLA Students

From THE DAILY Bureau

HOLLYWOOD, May 15 – Richard F. Stockton, 26, graduate student in UCLA's theatre arts department, today was named winner of the $1,000. First prize in the annual Samuel Goldwyn Creative Writing Competition at UCLA for his full-length play, "The House Shall Tremble."

Peter Renno, 33, also a graduate student in UCLA, won second place honor and a $250 check for his novel, "The Tales of Ibiza."

In presenting the awards and honorable mention scrolls to others, Goldwyn said, "In the field of entertainment, whether it be novel, play, motion picture or TV script, the story is the foundation on which the entire creation rests. No matter how great the stars, director or producer, if the story is not sound you cannot have success."

MPEA Hears Report o Argentine Wage Hike

A report on wage increases t will be required for film indus employees in Argentina led the age of the regular weekly meeting of Motion Picture Export Association Wednesday afternoon, it was repor yesterday.

The salary hikes are required un an edict of Argentine President turo Frondizio requiring a 60 per c increase in wages for all workers the country except government e ployees against salaries as of Feb ary, 1956. Since that time the f companies have granted two cost- living wage raises, but further justments will now be necessary bring payments up to the 60 per c level.

Admission Rates Still Low

For the film companies this is co plicated by the fact that theatre mission prices are still frozen at tremely low levels.

Custom duties in Thailand w also a subject of the MPEA meeti The board was assured that the g ernment there will make adjustme in the large increases levied under edict last week.

The MPEA members also agr on a system for supplying non-theat cal prints to United States embass in Iron Curtain countries. The n plan calls for each company to supp one picture a month.

Additional TOA Fund

(*Continued from page 1*)

Clanahan; New Mexico — Nath Greer and Lloyd Franklin; Arizon George M. Aurelius; Montana—C E. Anderson. Stellings also nam Sidney Gates, TOA co-chairman, serve with J. L. Whittle, Alli States' representative, for the Wa ington, D. C., exchange area.

Correction

While still under the spell "Gigi" we referred in the review the production to Eva Gabor as t mother of "Gigi" (Leslie Caron). was an error. Miss Gabor had the ro of the sophisticated aunt who soug to train the girl in the ways of t world.—J.M.J.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"MARJORIE MORNINGSTAR"
Starring
GENE KELLY • NATALIE WOOD
A Warner Bros. Release • In WarnerColor
and GALA NEW STAGE SPECTACLE

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'Gigi' Has N. Y. Bow At Royale Theatre

A celebrity-packed audience filled he Royale Theatre, here last night or the premiere of "Gigi," the new GM musical.

A special cordon of police was required to hold back the crowds witessing the arrival of Maurice Chevaer, Hermione Gingold and Monique an Vooren, who appear in "Gigi," nd such other notables as Noel Cowrd, Mary Martin, Moss Hart, Bernard aruch, Kate Smith, William S. aley, Red Buttons, Rosemary Clooey, Jose Ferrer, Bert Lahr, Arlene ahl and Fernando Lamas.

The premiere was attended by the lm's producer, Arthur Freed, direcr Vincente Minnelli and composer rederick Loewe, and other distinuished guests were seated in a speial Celebrity Circle.

agley Reported in ine for Petrillo Job

From THE DAILY Bureau

LOS ANGELES, May 15.—Charles . Bagley, vice-president of the merican Federation of Musicians nd a lawyer practicing here, is reorted to be in line for the nominaon for A. F. of M. president to suceed James C. Petrillo, who yesterday nnounced his intention to retire at e organization's annual convention Philadelphia opening June 2.

The reports raised speculation here at Bagley, if elected, might move resolve differences of long standing ith Local 47 here over allocation of nds received by the A. F. of M. om television rights to old films to e Hollywood local's retirement nds.

A settlement of that issue, it is beeved, would directly affect the extence of the rival Musicians Guild f America and, hence, in turn could ead to decisive action in the A. F. f M. strike against major studios.

Has Candidates in Mind

Meanwhile, in Chicago, Petrillo as quoted as saying he had "one or wo guys in mind" as his successor ut declined to name them. He said at the musicians' difficulties here nd the formation of the rival Guild ad nothing to do with his decision retire. "They bother us about as uch as a fly bothers an elephant," e said, referring to the rival union's 250 members."

Petrillo said he planned to keep his ost as president of the Chicago A. F. f M. local, which pays him $26,000 nnually. The A. F. of M. presidency aid him another $20,000.

isney Dividend Set

HOLLYWOOD, May 15 — The oard of directors of Walt Disney roductions, Inc., today declared the egular quarterly cash dividend of 10 ents per share on the common stock, ayable July 1, to stockholders of ecord on June 13.

Sub-Run Clearance Drive in Minneapolis

(*Continued from page* 1)

the zone-time plan for all sub-runs in the not too distant future.

Another factor in the move-ups which distresses the distributors is the shortage of prints. "We are having a hard time trying to round up ten prints for our present 28-day runs. I don't know where we'd find five more," a branch manager said. "What will happen is that the home office will get tired of complaints from the exhibitors on prints and tell them if they want a 28-day slot they'll have to bid for a print."

One Demand Leads to Another

The flood of requests for first subrun spots was touched off when W. R. Frank asked for a 28-day slot for his Avalon, located southside, to replace his off-again, on-again fine arts policy. This, in turn, brought demands from the Volk Bros. for their Nile and from Minnesota Amusement for the Rialto. It was also reported that Joe Podoloff would file a formal request for his American also in the southside area, following his return from the Variety International convention in London.

Benjamin N. Berger asked a 28-day run for the Cedar theatre but agreed to a 35-run which is a week earlier than his old 42-day slot. At least three companies have granted Sol Fischer a move-up from 42 days to 28 for his Ritz theatre, putting him in the same group with his own Varsity, Charlie Rubenstein's Hollywood, and Bill Levy's Heights in northeast Minneapolis.

The recent move-ups or requests for move-ups would increase the number of 28-day houses in Minneapolis from 10 to 14 or 15, thus diluting further the first sub-run situation leaving the six independent 35-day drive-ins in a healthy clean-up spot.

Legal Departments Contacted

Most of the current requests for move-ups have been tossed by the branch managers to their home office legal departments. Branch managers are generally opposed to the move-ups and privately express the belief that the exhibitors are making a mistake.

"The town is top-heavy with 28-day houses," one branch manager commented. "The result is that in attempting to skim the cream off first neighborhood engagements of the blockbusters they are cutting each other's throats in addition to diluting the attendance potential. Let's say that Joe Doaks and Mrs. Doaks want to see a picture. They look at the amusement page and find that most of the houses are playing "X" picture. They have either seen it downtown or decide that it isn't what they want. There is no alternative if they want to go to one of the better theatres. Consequently they stay home."

The exhibitors explain their requests for move-ups on the grounds that film rentals—particularly on "the big ones"—are the same across the board that there is consequently nothing to be gained by accepting a later availability.

Hard Tickets for 'Old Man'

(*Continued from page* 1)

a-day policy, at the River Oak Theatre, Houston; the Astor, Boston; Warners' Beverly Hills, Los Angeles, and in New York, where a date has not been set yet.

Slow Playoff Planned

The engagements will be studied carefully and the picture played off slowly, according to Max Bercutt, Warner studio-sales liaison, who attended the luncheon with Hayward, because of the unique features of the Hemingway story which, the producer feels, set the picture apart from anything Hollywood has done heretofore.

Some of the circumstances that contribute to its uniqueness, it was stated, are the fact that although it is a relatively short feature—especially for one destined to be roadshown (its running time is 86 minutes), it was three years in the making. It has no woman in its cast and no suggestion of romance. In fact, there are but three speaking parts in the film, only two of them of real consequence.

Says It Cost $5,000,000

As the millions of readers of the Hemingway novel are aware, the story is of an aged fisherman whose spell of hard luck appears to have been broken when he hooks a giant marlin one day and fights it three days and nights before bringing it to gaff. While returning with his prize catch, sharks attack and devour it, leaving only the head and carcass. Hayward estimated the production cost at $5,000,000, explaining that to shoot most of the picture ideal sea and weather conditions and other factors beyond human control were essential, and most of the time the company had to wait for them while the costs mounted. "Jack Warner is a brave man," Hayward observed. "He permitted us to stay with it and finish it."

Warners, it was stated, expects the picture to do "Giant" business.

Must Be Seen from Start

One of the considerations important to the decision to exhibit the picture on a hard-ticket policy, apart from all others, is the producer's conviction that it must be seen from the beginning.

"Anyone coming in on the middle of it wouldn't have any idea of what they were seeing," Hayward remarked.

House Approves U.S.I.A $97,000,000 Funds

From THE DAILY Bureau

WASHINGTON, May 15. — The House approved with little debate a committee-recommended $97,000,000 to operate the U.S. Information Agency in the year starting July 1.

This is $1,900,000 above this year's figure, but $8,000,00 below the Administration's request. The agency will undoubtedly ask the Senate to restore some, if not all, of the cut.

The film service, which has $4,909,924 this year, was apportioned $6,433,700 of the agency's original overall $105,000,000 request. Obviously the film branch would absorb some of the House cut, but just how much won't be known until U.S.I.A. presents its new request to the Senate.

Dallas WOMPI Plans Publicity Program

Special to THE DAILY

DALLAS, May 15.—The WOMPI's of this city are retaining their reputation as founders of the national organization with a new publicity program aimed at Dallas club women. Two women from leading civic and social organizations will be invited to monthly screenings of quality motion pictures. The lead-off attraction is "Teacher's Pet" today at the Paramount office. at 7:30 P.M. President Mable Guinan of Exhibitor Pictures Corp. is hoping for a strong word of mouth campaign following each picture by the women attending to their families, friends, and fellow club members.

'Bosses Luncheon' Slated

Another important May WOMPI event is the sixth annual "bosses luncheon" at the Statler Hilton on May 22 featuring as speaker Mrs. Loia Cheaney Alexander, formerly of Interstate, now residing in Saudi Arabia with her doctor-husband.

Miss Verlin Osborne, of Paramount, WOMPI's first president back in 1952, will return to the presidency after June installations. Other officers to be installed are: Mrs. Melba Marten, Interstate, first vice-president; Mrs. Dorothy Johns, Frontier Theatre, second vice-president; Mrs. Margie Seeley, Twentieth Century-Fox, treasurer; Mrs. Mildred Freeman, Rowley-United, recording secretary; and Miss Sue Benningfield, Texas COMPO, corresponding secretary.

Directors Number Seven

The directors are: Mrs. Wilma Mitchell, Liberty Film Lines; Mrs. Dorothy Morris, Cinema Arts; Mrs. Blanche Boyle, Frontier Theatres; Mrs. Leah Carter, Twentieth Century-Fox; Mrs. Virginia Elliott, National Screen Service; Miss Minna Mae Stevison, Warner Bros., and Mrs. Guinan, immediate-past-president director. Representatives for W. A. Green Co. style show are Miss Osborne, Mrs. Billie Webb, and Mrs. Muggins White.

Nothing but the BES

BEST REVIEWS

"Tops them all...It's shock impact is so great that it may well be considered as one of the best horror films ever made...The lavish but spooky settings, the eerie atmosphere makes for situations that will send cold chills up and down the spines of even the most hardened of horror-picture fans."

—*Al Picoult,* HARRISON'S REPORTS

"Thrills, chills and shudders in this top-notch horror drama. It is made to order for the sensation-seeking fans, young and old. The use of Technicolor and fine settings add immeasurably to the realism...This one can't miss."

—*Frank Leyendecker,* BOXOFFICE

"This is certainly one of the best of its type...It's hard to see how HORROR OF DRACULA will not clean up at the boxoffice. It is one scare film which will live up to almost any amount of wild exploitation."

—*Vincent Canby,* MOTION PICTURE HERALD

"Horror on a grand scale...It is presented here as it has rarely been pictured before...Word of mouth should make this a big curiosity item boxoffice-wise."

—*Mel Konecoff,* THE EXHIBITOR

"One of the scariest ever and should prove a big winner at the boxoffice."

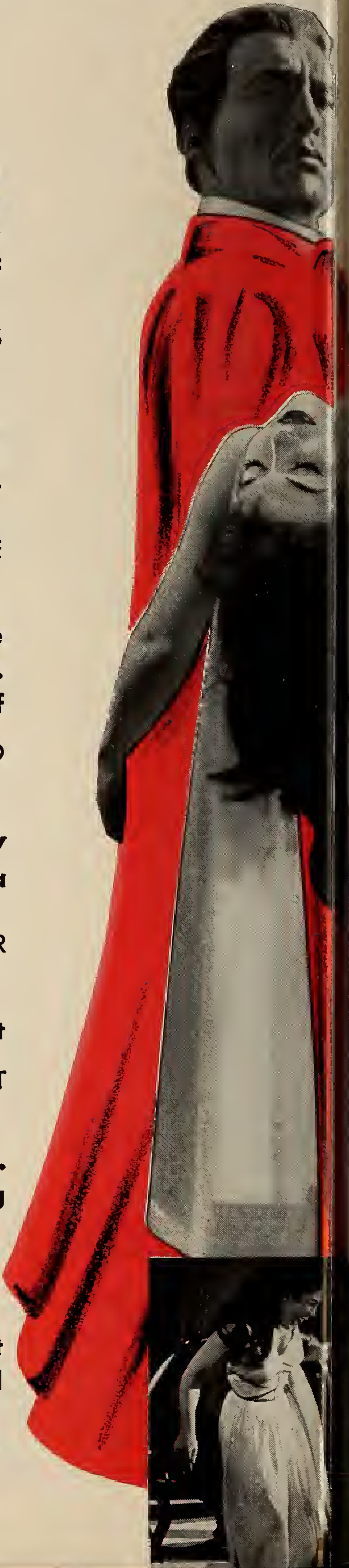
—*Bud Rosenthal,* THE INDEPENDENT

"Expertly made shock and horror drama. One of the best... A solid fan pleaser...Has been put together with outstanding know-how and shines with production resourcefulness."

—FILM DAILY

"A lavishly mounted, impressive production...A solid treat presented in a theatrically beguiling manner. Excitement and intrigue permeate the film."

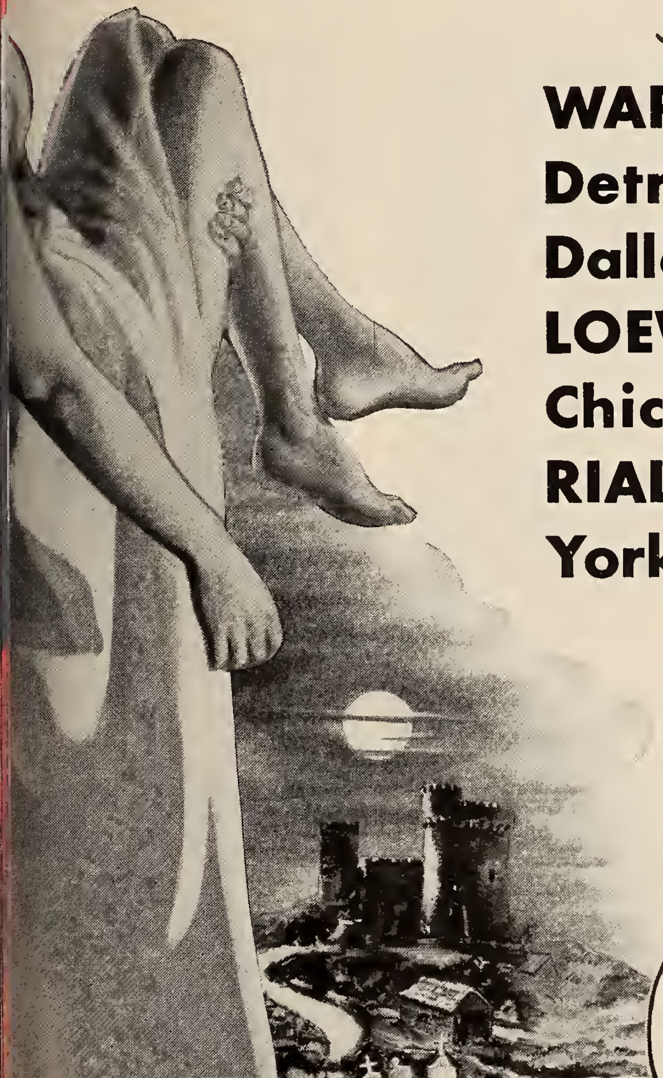
—*Jack Harrison,* HOLLYWOOD REPORTER



or HORROR OF DRACULA

**A UNIVERSAL-
INTERNATIONAL
RELEASE**

Chillingly realistic in TECHNICOLOR



BEST THEATRES

WARNERS, Milwaukee; MICHIGAN, Detroit; FOX, St. Louis; MAJESTIC, Dallas; R.K.O. MEMORIAL, Boston; LOEW'S MET, Houston; ORIENTAL, Chicago; MAJESTIC, San Antonio; RIALTO, Louisville; MAYFAIR, New York; INDIANA, Indianapolis . . .

and dozens more!

FLASH!

BEST BUSINESS

First opening at WARNERS, Milwaukee, biggest of any Universal picture in four years.

starring PETER CUSHING • also starring MICHAEL GOUGH and MELISSA STRIBLING with CHRISTOPHER LEE as DRACULA
Screenplay by JIMMY SANGSTER • From the novel by BRAM STOKER • Directed by TERENCE FISHER
Executive producer: MICHAEL CARRERAS • Associate producer: ANTHONY NELSON-KEYS • Produced by ANTHONY HINDS
A Hammer Film Productions, Ltd. Presentation

Television Today

House Unit Hits Grant to NTA

(*Continued from page 1*)

shows should be allowed to own stations and whether the defendant in a current broadcast anti-trust case should be allowed to own stations. NTA is a defendant in one of the Justice Department's current block-booking cases.

The staff investigators suggested the FCC should not give stations to firms which are currently defendants in anti-trust suits involving broadcasting.

Individual Cases Cited

The investigators' testimony came as the subcommittee, which has been studying FCC patent policies, swung its attack to FCC licensing policies. The investigators gave the subcommittee a series of studies of individual cases charging that "inconsistent" FCC policies have actually fostered concentration of broadcasting control, questionable payoff schemes and "back door" deals for licenses, and "trafficking" in licenses at inflated prices.

Chairman Harris (D., Ark.) said witnesses would be called starting next Tuesday to testify on some of the cases covered by the staff memos, but didn't specify which. He said the staff data showed some "very glaring problems" as to whether the FCC is carrying out the law as Congress intended.

Sold to NTA Last September

The Minneapolis channel now used by KMGM was originally acquired by Family Broadcasting Corp. in August 1954. Family sold in April 1956 to United Television, Inc., and United in turn sold to NTA in September 1957. The Commission approved this transfer in November, with Commissioner Bartley dissenting.

The subcommittee staff memo quoted at length from Bartley's dissent, in which he argued for more detailed information about NTA's plans for television station ownership and for consideration of the pending block-booking anti-trust suits.

The memo questioned whether the first two firms should not have been required to hold their licenses longer and whether they should have been allowed to plead other business commitments as a reason for eventual sale. Then it turned to two questions affecting NTA.

Points to Subsidiary Activity

"Should there be some restrictions on vertical integration within the industry," it asked, noting that NTA owns and operates a nationwide organization producing, distributing and exhibiting films and other TV programs.

Finally, the memo noted, NTA is one of five TV film distributors named in a pending government anti-trust suit. This raises the question, it declared, whether "an applicant who is a defendant in an anti-trust action involving the television industry, should be approved as a permittee or licensee."

"While it is not suggested that the filing of an anti-trust action against an applicant implies guilt," the memo continued, "it is suggested that the FCC should, at least, hold in abeyance the giving of a valuable franchise to such an applicant until his innocence is established. This would be consistent with the duty and responsibility imposed upon FCC by the act to preserve competition in commerce."

St. Louis Case Considered

Another specific FCC action sharply questioned by the staff was that awarding Channel 4 in St. Louis to CBS. The FCC acted in that case over sharp protests of the St. Louis Amusement Co., quoted at length in the staff memo.

Here are some criticisms made by the staff: The FCC goes through long hearings, awards the channel to one applicant, and then finds the successful applicant almost immediately selling his license; stations have been sold so soon after the original grants as to question the applicant's good faith; stations have frequently been sold repeatedly before they have done any actual broadcasting; there are numerous instances of increasing concentrations of ownership of broadcast facilities in major markets; and multiple owners are taking over the TV field more and more.

The staff said the FCC's responsibility to decide which applicant is most qualified for a particular channel "has on a number of occasions been taken out of its hands by various 'deals' among competing applicants."

Asks Setting of Price Limits

The staff report suggested the FCC regulate more closely the sale of TV licenses and possibly set top sales prices. It said the demand and inflated prices for TV stations "are encouraged by knowledge that a transfer proceeding before the FCC is a mere formality." It declared that "permitting unlimited prices for stations appears to be inimical to public interest" and that people buying TV licenses now are not always the most competent operators but rather the ones willing to make the largest investments.

Trafficking in licenses, the report said, has reached widespread proportions, and "raises a serious threat of inferior and mediocre standards of broadcasting." It declared there was "a grave inconsistency" between elaborate standards and procedures for the original license and mere formal approval of subsequent transfers.

REVIEW:

Dangerous Youth

Neagle-Warners

British star Anna Neagle turns producer with this melodramatic tale of British juvenile delinquency. It tends to prove conclusively (if, indeed, the point had to be proved at all) that juvenile delinquents the world over can be equally obnoxious under stress. Miss Neagle's production, directed by her husband, Herbert Wilcox, serves to introduce the couple's current protege, Frankie Vaughan, a rock and roll-singing young Britisher.

Although Vaughan only belts out two songs in the film ("These Dangerous Years" and "Cold, Cold Shower"), both in a style more than reminiscent of a current U.S. idol, the film probably would best be sold on the rock and roll angle. As melodrama it is contrived and full of cliches long in the tooth.

The screenplay, by Jack Trevor Story, casts Vaughan as leader of a gang of Liverpool delinquents who, after winning an amateur singing contest, is drafted into the Army—a a narrative *non-sequitur* except that at the contest he meets beautiful Carole Lesley, with whom he falls in love. Vaughan sincerely tries to make a go of the Army, but is framed by a fellow recruit. There is a murder for which he is blamed. He goes AWOL in Liverpool, is hidden by Miss Lesley and finally, through the good offices of the chaplain, is cleared of all charges. In the improbable finale, he decides to make the Army his career. Running time, 98 minutes. General classification. Release, in June.

VINCENT CANBY

Eisenhower Set for NBC Ceremony in Color

Special to THE DAILY

WASHINGTON, May 15. – The formal dedication by President Eisenhower of the National Broadcasting Company's new facilities here on May 22 will mark the first time that a President of the United States has been presented on live color television from the nation's capital. The ceremonies will be carried coast-to-coast over the NBC Television Network and the NBC Radio Network (2:30-3 P.M., EDT).

As announced by the White House last week, President Eisenhower will give the dedicatory remarks. He will be introduced by Robert W. Sarnoff, president of NBC.

Approved for FCC

WASHINGTON, May 15. – The Senate has approved the nomination of Robert T. Bartley and John S. Cross to the Federal Communications Commission. Bartley, a present commissioner, would serve a new seven-year term starting July 1, 1958. Cross, a State Department communications official named to replace resigned-commissioner Richard A. Mack, would serve out Mack's term through June 30, 1962.

Appeals Cour

(*Continued from page 1*)

such, was considered highly sig
cant by state Education Departm
officials.

Affirming the Regents' prohibit
on the French-made film (based
D. H. Lawrence's novel) the major
held the board's determination
properly based on Section 122-A
the Education Law, enacted by
legislature in 1954 to clarify
meaning of "immoral."

Ephraim S. London, attorney
Kingsley International Pictures Cor
had said the case, and the consti
tionality of the amended licensi
statute, would be carried to the U
Supreme Court, if necessary.

Opinion by Judge Conway

Chief Judge Albert Conway wr
a 14-page opinion in the "Lady Ch
terley's Lover" case. He pointed
that Section 122-A requires the den
of a license to any motion pictu
which portrays acts of sexual imm
ality (here adultery) as proper
havior."

"No one," Judge Conway stat
"will deny that the Regents of N
York State, just as the members
this court, know what an act of sexu
immorality is, and that adultery
such an act.

"This standard leaves no area
judgment or speculation open to
Regents in which they might arri
at personal judgments as to what co
stitutes immorality. Their sole fu
tion under the statute is the fact-fin
ing function as to whether a parti
ular motion picture portrays acts
sexual immorality as proper behavi
If it does, it is *ipso facto* immoral
statutory mandate. . . ."

Calls Regents 'Entirely Correct'

"The determination by the Regen
a constitutional body, that this pi
ture is utterly immoral in its them
and that it presented adultery
proper behavior, was entirely corre
as measured by the standards of o
community," Conway observed." W
so hold with the full confidence th
our founding fathers never intend
that our Federal Constitution be t
altar upon which this state, and th
nation, must sacrifice themselves
the ravages of moral corruption."

Conway declared "this case pr
sents not only a question of law" b
of "governmental conscience f
which we are all responsible."

Stresses Authority of Citizenry

If our people "must be exposed
mass sexual immorality, it must
at the command of the people the
selves" the chief judge asserte
"Their command, however, has bee
to the contrary by virtue of this e
actment."

Judges Adrian P. Burke, Char
Desmond and Charles W. Froess
also concurred.

Judge Marvin Dye dissented as di
Judges Stanley H. Fuld and Joh
Van Voorhis.

“Gigi” Acclaimed Broadway’s New Star

irector Vincente Minnelli, Joseph R. Vogel, president of Loew’s, Inc., and oducer Arthur Freed were on hand for the opening of the hit musical. Bosley owther, of the “New York Times,” said: “‘Gigi,’ Fair Lady of Filmdom.”

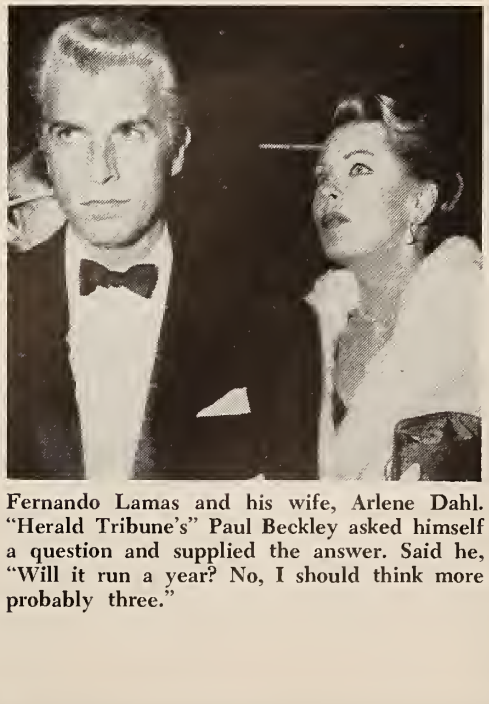
LAST NIGHT’s gala World Premiere of “Gigi” at the Royale Theatre drew a host of celebrities from the entertainment and social worlds. The Arthur Freed musical for MGM, with the first score by Alan Jay Lerner and Frederick Loewe since “My Fair Lady,” begins its reserved seat engagement with a record-breaking advance mail order and box-office sale of $65,000. Joining Producer Freed, Director Vincente Minnelli and Composer Loewe at the premiere were Maurice Chevalier and Hermione Gingold, who co-star in “Gigi” with Leslie Caron and Louis Jourdan.

photo on the left, composer Frederick Loewe greets Broadway’s famous phie Tucker. Justin Gilbert, of “The Mirror,” said: “An artistic triumph . . . ngs of delightful distinction.” The picture at the right shows musical comedy r Mary Martin arriving with her husband, Richard Halliday.

Maurice Chevalier and Hermione Gingold, stars of the film, are happily reunited at the star-studded, celebrity-packed premiere. Walter Winchell said of “Gigi” . . . “whimsical-whamsical entertainment.”

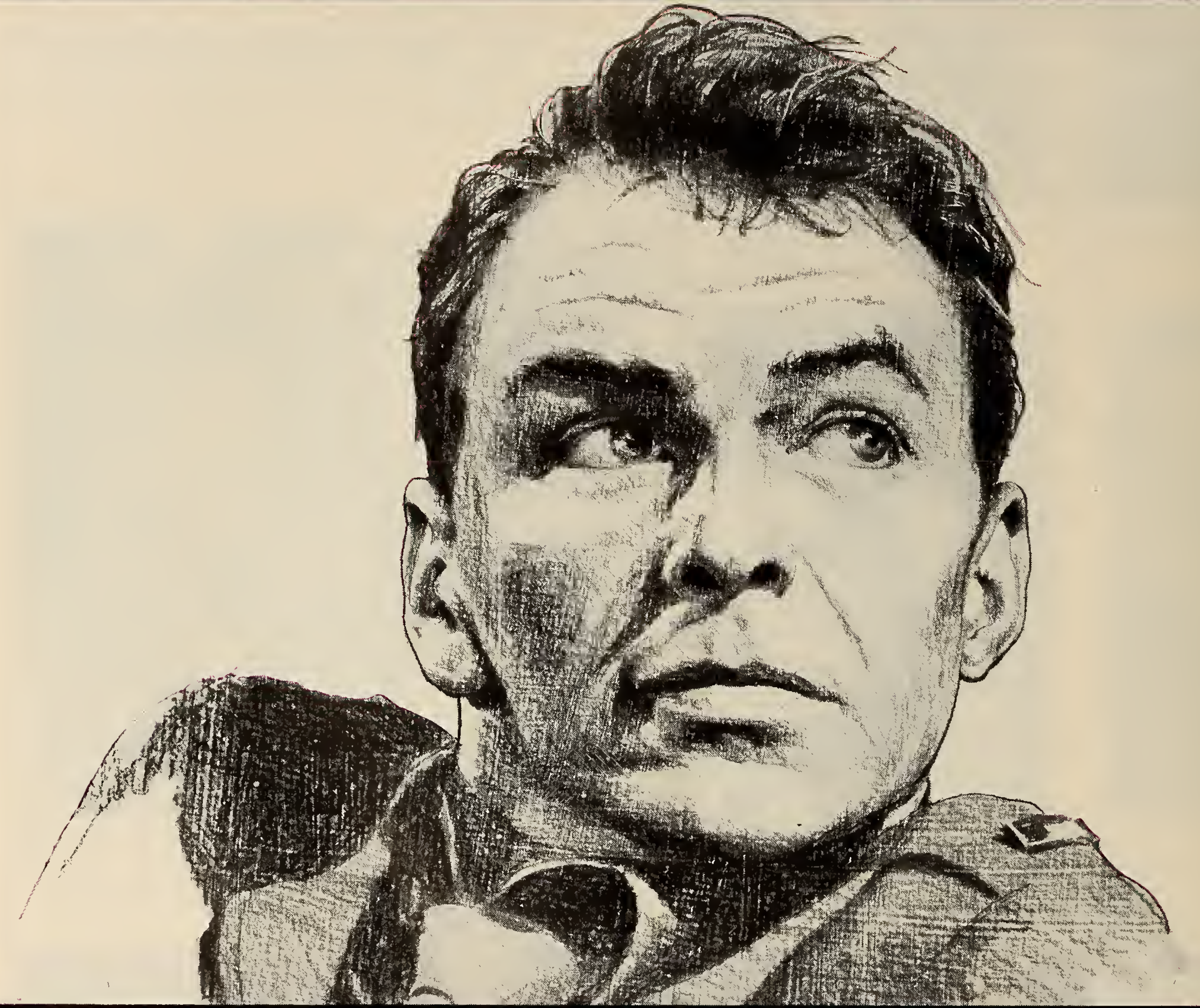
ton R. Rackmil, president of Universal tures, escorted Adria Koe. Said Kate neron of the “Daily News,” “The same rm, wit and melody that made ‘My Fair ly’ one of the fairest musicals of all time.”

Si Fabian, president of Stanley Warner Theatres, and Sam Rosen, executive vice-president, were among the industry leaders who welcomed “Gigi” at the gala premiere held at the Royale Theatre.



Fernando Lamas and his wife, Arlene Dahl. “Herald Tribune’s” Paul Beckley asked himself a question and supplied the answer. Said he, “Will it run a year? No, I should think more probably three.”

FRANK SINATRA *as* SAM LOGGINS



in "KINGS GO FORTH"

SOON . . . his extra-special excitement will mount to a new high!
In the most challenging love story of our time . . . from Frank Ross,
the producer who gave you "THE ROBE"

THRU
UA

GALA WORLD PREMIERE / MONACO June 14 / Patrons: Their Serene Highnesses, the Prince and Princess of Monaco

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 97 NEW YORK, U.S.A., MONDAY, MAY 19, 1958 TEN CENTS

Eyes British Plan

U.K. Has Edge In TV-Sales Fight: Levy

Lack of Anti-Trust Laws Advantage, He Tells CEA

By WILLIAM PAY

LONDON, May 14 (By Air Mail). Britain is the ideal country, unfettered as it is by anti-trust laws, to operate a plan to control the release of films to television, Herman H. Levy, general counsel for Theatre Owners of America, told a press conference in Cinematograph Exhibitors' Association's headquarters. There is a greater chance of success, he said, for such a

(*Continued on page* 6)

Japanese Studios Gird For Anti-TV Sales Fight

By A. C. PINDER

TOKYO, May 9 (By Air Mail) — Nikkatsu Motion Picture Studio of Japan has served notice on the nation's television stations that it will terminate its TV distribution franchise in 90 days, meaning that all major Japanese film producers will

(*Continued on page* 5)

Bryna Sets 'Spartacus' For Universal Release

From THE DAILY Bureau

HOLLYWOOD, May 18. — Sir Laurence Olivier, Kirk Douglas and Charles Laughton will co-star in a four-million-dollar film, "Spartacus," to be made by Douglas' independent company, Bryna Productions, with financing and distribution by Univer-

(*Continued on page* 3)

TRADEWISE
on page 2

Television Today
on page 6

Bergman, Stellings Appeal for B-B Contributions To 200 Exhibitors at Atlanta Meeting Tomorrow

Maurice A. Bergman, co-administrator of the industry's business-building campaign, and Ernest G. Stellings, president of Theatre Owners of America, will tomorrow make a direct appeal for contributions to the campaign to about 200 exhibitors of Georgia and Alabama. This will be the first of a series of direct appeals to exhibitor groups, COMPO said here at the weekend.

Bergman and Stellings will address a luncheon in Atlanta on the first day of a two-day joint convention of Motion Picture Owners of Georgia and Alabama Theatres Association at the Hotel Dinkler-Plaza there.

On Thursday another regional exhibitor group will consider the business-building campaign when the board of directors of the Northern California Theatres Owners Association meets in San Francisco.

GPEC Net Income at $471,695 for Quarter

General Precision Equipment Corp. had consolidated net sales of $43,001,024 for the first quarter of 1958 and net income of $471,695, Herman G. Place, chairman of the board, reported here at weekend. This compares with consolidated net sale of $43,537,613 and net income of $1,-

(*Continued on page* 5)

Tollchin Will Testify on Broadcast, Music Bill

From THE DAILY Bureau

WASHINGTON, May 18 — Arnold Tollchin of Loew's, Inc. has been added to the list of witnesses who'll testify Wednesday before a Senate Commerce Subcommittee in opposi-

(*Continued on page* 5)

Wallace Resigns as Manager of Telemovies

Special to THE DAILY

BARTLESVILLE, Okla., May 18.— Wayne Wallace, manager of the telemovies project in Bartlesville for the past seven months, has resigned. He announced he had accepted a position with Frels' Circuit, Victoria, Tex.

In his new position Wallace will be director of advertising, publicity and public relations for the Rubin S. Frels'

(*Continued on page* 6)

Marchese Joins UA; Will Assist Milton Cohen

William Marchese has joined the United Artists sales department and will assist Milton E. Cohen, who is supervising distribution of "Around The World In 80 Days," it was an-

(*Continued on page* 5)

'U' Moving Ahead Aggressively in Meeting Industry Changes: Rackmil

Universal Pictures, having announced the resumption of production is "moving ahead aggressively and with determination to meet the challenges of a changing business," Milton R. Rackmil, president of the company told employees in the current issue of "Progress," the company house organ.

Citing the recent announcements of arrangements with Bryna Productions to make "Viva Gringo" with Rock Hudson and Kirk Douglas, and of plans to produce "Imitation of Life" with Lana Turner at Universal's own studio, Rackmil declared that other important properties would soon be announced. "We will not deal in fantasies and rumors, but only in statements of fact, and these facts will be forthcoming as each picture is finalized," the company head declared.

Rackmil listed the summer releases for which bookings are now being made and for which extensive promotional campaigns, including star tours, are being arranged and emphasized:

"The success of these pictures is more significant than ever because only through their revenue will we be able to re-invest the enormous monies required for the ambitious production plans now being formulated."

Adams Concerned

Allied Leader Backs Support For B-B Drive

Feels Business Conditions, Local Demands to Blame

Special to THE DAILY

AKRON, O., May 18.—Concern over the fate of the all-industry business-building program was expressed here today by Horace Adams, Allied States president, when informed of reports from New York headquarters of the campaign that exhibitor contributions still are lagging with but two more weeks in which to make payment for the radio promotion cam-

(*Continued on page* 5)

Screen Writers, WGAW, Elect Ken Englund

From THE DAILY Bureau

HOLLYWOOD, May 18. — Ken Englund has been elected president of the screen writers branch of the Writers Guild of America, West, at the annual election meeting for officers and board members. Donn Mul-

(*Continued on page* 5)

Richmond Buses Promote 'Go Out to Movie' Slogan

Special to THE DAILY

RICHMOND, Va., May 18. —The COMPO slogan, "Get More Out of Life! Go Out To A Movie," is being used by the Virginia Transit Company on their buses here. The painted signs are in the advertising spaces on both sides and the back of the buses. Plans for using the slogan in the same manner are being made for Norfolk and Portsmouth.

Other daily promotions of this slogan are trailers being shown in the motion picture theatres and radio advertising time scheduled by the theatre owners. The Virginia Restaurant Association sent out promotional material state-wide this winter using a modified version of the slogan—"Get More Out of Life, Eat Out, and Go See A Movie."

PERSONAL MENTION

ABE SCHNEIDER, president of Columbia Pictures, will return to New York today from Hollywod.

•

Norton V. Ritchey, president of Allied Artists International, returned to New York at the weekend from the Near and Far East.

•

Samuel Goldwyn and **Mrs. Goldwyn** left Hollywood at the weekend for New York.

•

Robert A. Wile, 20th Century-Fox director of exhibitor relations, will leave here today for Atlanta.

•

Mrs. Arthur M. Rosen, wife of the Stanley Warner executive and daughter-in-law of **Samuel Rosen**, S-W executive vice-president, gave birth to a daughter late last week at Flower Hospital here.

•

Jack Foxe, advertising-publicity director for Loew's Theatres in Washington, is recuperating following surgery there at George Washington Hospital.

•

Cy Langlois, president of Langlois Filmusic, and **Ted Roseen**, vice-president, returned to New York over the weekend from Canada.

•

Budd Schulberg, writer, left Hollywood yesterday for New York.

•

Saul Trauner, Columbia Pictures sales manager, and **Mrs. Trauner** have announced the engagement of their daughter, **Toby**, to **William J. Burros** of Jamaica.

•

Allen Jaggs, of the Walt Disney studio staff, left here yesterday for London via B.O.A.C.

•

Mrs. Saul Cooper gave birth to a son, **Louis Benson**, at Doctors Hospital here on Friday. Father is an account executive with the Lynn Farnol organization.

'Challenge' Short Opens

Lester A. Schoenfeld Films is releasing "Challenge of the North," 30 minute featurette in Eastman Color which opened Friday at Loew's State Theatre here with "The High Cost of Loving."

TRADEWISE

By ONLOOKER

WARNERS have a distinguished motion picture in Leland Hayward's production of Ernest Hemingway's "The Old Man and the Sea." It is a completely different type of story on which to base a motion picture. It is in essence a narration and enactment by Spencer Tracy of the Hemingway novello, which as the millions who read it in book form and in Life magazine know, is the story of an old man's three-day struggle to boat a giant marlin only to lose it to sharks while returning to land. . . . It is a costly, quality production, intelligently conceived and made. It is adult in the sense that it has the dignity and attraction of a serious artistic effort, yet it is also the simply but graphically told story of an old man's adventure and of the bond that lay between him and a small boy, the elder's only friend. That is a story that universal audiences can appreciate. . . . It is not easy to think of another picture similar to "The Old Man and the Sea." For that reason, its business experience will be an interesting and valuable one for the industry to observe. With new audiences and new tastes in entertainment waiting to be cultivated, this well might be a picture to fill some significant demand and in doing so to open new vistas for serious producers. . . . Better watch it.

INDUSTRY TAX REPEAL campaigners bristled last week when they read quotes of TOA president Ernest Stellings' remarks at a press conference to the effect that chances are better than ever for repeal of the remaining Federal admission tax because there is a better climate in Washington for excise tax relief. . . . The industry campaigners say the fact that every other industry subject to excise taxes is in Washington now clamoring for relief makes the present "climate" more difficult than ever for the motion picture's chances. This industry has been given some tax relief previously. That will be taken into consideration when the pleas of all the industries that haven't been given any are weighed by Congress, it is pointed out. That means, actually, the job this time is harder than ever before, and the chances of success proportionately less.

RUMORS STIRRED about the financial district again late last week when it became known that Joan Cohn had arrived from the Coast. The rumors took the form of the previously emphatically denied reports that she was contemplating the sale of her late husband Harry Cohn's Columbia Pictures stock, and that she had come here to discuss offers. . . . Actually, she arrived by plane early Friday morning and planed out Saturday for a six weeks European trip that had been planned for some time. Friday afternoon she took time to call on the ailing Nate Spingold and then had cocktails with a number of Columbia home office executives. . . . United Artists' first report to stockholders since it became a publicly owned corporation which is being mailed out today is a handsome and impressive production which, incidentally, devotes eye-catching space to the company's forthcoming releases, the stars and producers identified with them. . . . Between its recent factual report on the modern or at least, current, Metropolitan film and theatre scene, and its corny, follow-up editorial, it's hard to tell whether the N. Y. Times was trying to remedy some earlier misleading impressions of the industry to which it had given circulation without appearing to have gone too far down the road of contrition, or whether it was just presenting a feature news story (albeit somewhat tardily). Whichever it was, the good reporting in the article in question did succeed in setting the record straight for whatever interested searchers may have recourse to in the Times' files in the future.

Film Council Urges Baby-Sitting Service

Special to THE DAILY

ST. LOUIS, May 18 – Members of the Better Film Council of Greater St. Louis, which held their annual meeting here on Friday, were urged to introduce a baby-sitting service to encourage film attendance by Stanley McIntosh, executive director, Teaching Films Custodians, Inc. in an address here.

Wants the 'Young-Marrieds'

"The industry is going to make a definite campaign to encourage young married people from the age of 20 to 39 to go to the movies more often," MoIntosh explained. "It seems to me a baby-sitting service sponsored by the Council would be the most effective way to aid this group. In this way you can encourage, in a very practical way, attendance at the motion pictures you want to support."

McIntosh also discussed the industry's business-building campaign.

Bercutt to Key Cities For 'Old Man and Sea'

Max Bercutt, Warner Bros. liaison supervisor for advertising, publicity, promotion and sales on Ernest Hemingway's "The Old Man and the Sea," left over the weekend on a cross-country key city tour in behalf of the film. For the past three weeks, he was in New York conferring with Warner home office sales, advertising and publicity executives on merchandising plans for the picture.

Will Visit 5 Cities

Bercutt's tour will take him to Boston, Chicago, Houston, Los Angeles and San Francisco, where he will confer with local newspaper editors, motion picture critics and columnists, representatives of radio and television as well as leading exhibitors in each of the territories visited.

Lewis Arrives Today From Tour of Europe

Roger H. Lewis, United Artists national director of advertising, publicity and exploitation, will arrive today from Europe after a two-week tour to survey techniques for television promotion of films in France, Italy, Spain, England and Germany.

Sought Ideas for Ad-Art

Lewis also met with a number of the Continent's leading commercial artists to explore the possibility of their contributing designs for UA ads and posters that might be used in both the foreign and domestic markets. In London, Lewis conferred with Bernard M. Kamber, Hecht-Hill-Lancaster ad-publicity executive.

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Bryna and 'U'

(*Continued from page 1*)

al-International. Olivier also will di-ect the epic which carries the high-st budget in Universal's 46-year his-ory.

The production, in CinemaScope nd color, will commence Sept. 15, r sooner if Olivier and Douglas can omplete their roles in "The Devil's Disciple" before that time.

Announced by Muhl

The announcement of the new pic-ure was made by Edward Muhl, U-I ice-president in charge of production, nd Edward Lewis, Bryna vice-pres-ident, who will produce. Muhl will erve as executive producer for U-I.

This is another major deal by Uni-ersal as heralded by president Mil-on Rackmil's recent statement of in-ention to concentrate on productions f the highest magnitude.

The Howard Fast novel, a best sell-r in Europe, where it has been rinted in five languages and run up les of more than three million opies, will be brought out in America is fall by Crown Publishers.

Story of a Roman Slave

"Spartacus" is a powerful dramatic le of the life and great love story of slave who leads a rebellion against oman Empire. Douglas will play tle role, Olivier will be seen as the oman general and Laughton will ortray a wily politician. The female ead will be announced shortly.

Bryna and Universal last week an-ounced another film, "Viva Gringo," star Rock Hudson and Douglas.

even Art-Hammer Films Expand Distributing Deal with Universal

HOLLYWOOD, May 18 — Seven rts Productions and Hammer Films, td., of England have entered into a ultiple-picture distributing deal with Universal-International. First of the o-production efforts, "Horror of Dracula" is now going into release y U-I. Originally, the distributing eal called for this one picture.

Seven Arts and Hammer films are ow preparing a "Dracula" sequel on e same large scale.

Both Seven Arts and Hammer Films ere associated in the production of The Curse of Frankenstein," which as released by Warner Brothers.

The latest Seven Arts-Hammer ilms co-production entry, "Ten Sec-nds to Hell," starring Jeff Chandler, ack Palance and Martine Carol, has st completed shooting in Berlin and ill be released through United Art-ts.

Buys Projection Optics

Charles Beseler Company of East Orange, N. J. has purchased Projec-on Optics Company, Inc. of Ro-ester, New York, from Fred E. ufhauser. Projection Optics Co., anufacturers of lenses and precision ptical equipment, will continue to perate in the Rochester plant under e direction of Philip Berman, who s been named president.

'North' Bow Will Aid NCCJ Scholarship Fund

The National Conference of Christians and Jews has designated its New York Brotherhood Scholarship Fund as recipient of the proceeds from the premiere of 20th Century-Fox's "Ten North Frederick," May 22, at the Paramount Theatre here.

The Scholarship Fund, according to Allyn P. Robinson, New York director of the NCCJ, enables teachers and other persons engaged in human relations and inter-group training, to attend special college Brotherhood Workshops. This year, in conjunction with the Board of Education, the NCCJ is sending 30 New York teachers to a Brotherhood Workshop at the University of Puerto Rico.

Also Supports Summer Camp

The fund also supports the NCCJ's annual Brotherhood Leadership Camp, which this summer will be held at Camp Bryn Mawr, Honesdale, Pa., from Aug. 31 to Sept. 5.

Reserved Seat Policy For 'Gigi' Set in Keys

M-G-M's "Gigi" will be launched in other key cities in a manner similar to its New York booking, where it is showing at the Royale Theatre on a reserved seat, 10-shows-a-week policy. This was decided at a meeting at the home office on Friday attended by Joseph R. Vogel, president of Loew's, Inc., and sales and publicity department representatives.

The musical opened at the Royale last Thursday to an advance mail order and box office sale at about $70,000, and reviews in Friday's papers were unanimously enthusiastic.

Eliz. Rosenberg Dies; Assistant to Leo Jaffe

Special to THE DAILY

NEWARK, N. J., May 18.—Funeral services were conducted here today for Elizabeth Schwartz Rosenberg, 44, executive assistant to Leo Jaffe, Columbia Pictures' first vice-president and treasurer. She died from a heart attack last Thursday.

"Liz" Schwartz, as she was known to her co-workers at Columbia's home office, had been employed by the company since 1929. She is survived by her husband, Edward Rosenberg, her mother, two sisters, and three brothers.

Extras Guild Reelects Officers for 1958-59

From THE DAILY Bureau

HOLLYWOOD, May 18. — The Screen Extras Guild has re-elected its entire slate of officers for the year. Present officers are Franklyn Farnum, president; Jeffrey Sayre, Tex Brodus, and Paul Bradley, vice-presidents; Kenner G. Kemp, treasurer, and Paul Cristo, recording secretary. The annual general membership meeting of the Guild will be held June 6 in the Academy Award Theatre.

Financing Completed For WGAW's Building

From THE DAILY Bureau

HOLLYWOOD, May 18 — Formal acceptance by its council of a first mortgage loan from City National Bank in Beverly Hills assures the start of the Writer's Guild of America, West, building by the end of the month, it was announced at the guild's annual meeting. To cost more than $250,000, including the value of the land, the structure will be erected on the northeast corner of Beverly Boulevard and North Almont Drive.

Individuals Also Aided

The loan from the City National Bank is for a 15-year period. Initial financing included loans from the guild's two branches (screen writers and TV-radio writers) and a $75,000 bond issue subscribed to by a number of individual members.

Embassy Pictures Adds Branch in New Haven

Special to THE DAILY

BOSTON, May 18.—Embassy Pictures Corp. of Boston, headed by Joseph E. Levine, president, has added a New Haven branch office, with George Somma as branch manager.

Somma is a veteran of 22 years in the industry and has represented Republic Pictures in New Haven since the organization was formed. He will handle the pictures distributed by Embassy and by Republic in New Haven for the Connecticut territorial theatres.

. . . NEWS ROUNDUP

Expand 'Dracula' Premiere

Universal-International has expanded its plans for the New York premiere of "Horror of Dracula" at the Mayfair Theatre. In addition to the midnight showing on May 27, the theatre will conduct an all-night "horrorthon" on Thursday, May 29, and Friday, May 30, running the film on a round-the-clock basis for those days.

■

Honor for Douglas

Kirk Douglas will receive an honorary degree as Doctor of Fine Arts from his alma mater, St. Lawrence University, at the commencement exercises in Canton, N.Y., on June 8. Douglas will fly to the campus from New York City.

■

Distribute 'Viking' Manual

A special advance campaign manual for Kirk Douglas' "The Vikings" will be distributed by United Artists this week to 3,000 key exhibitors and circuit officials in the United States and Canada. The special pressbook contains plans and accessories for a six-week pre-opening campaign directed at both adult and school-age audiences.

WARNER BROS.' TRADE SHOWS MAY 21

WARNER BROS. PICTURES PRESENTS

GEORGE MONTGOMERY IN

BADMAN'S COUNTRY

CO-STARRING NEVILLE BRAND · BUSTER CRABBE · with KARIN BOOTH

Screenplay by ORVILLE H. HAMPTON · A PEERLESS PRODUCTION · Produced by ROBERT E. KENT · Directed by FRED F. SEARS

ALBANY
20th Century-Fox Screening Room
1052 Bway • 2:00 P.M.
ATLANTA
20th Century-Fox Screening Room
197 Walton St. N.W. • 2:00 P.M.
BOSTON
20th Century-Fox Screening Room
115 Bway • 2:00 P.M.
BUFFALO
Paramount Screening Room
464 Franklin St. • 2:00 P.M.
CHARLOTTE
20th Century-Fox Screening Room
308 S. Church St. • 2:00 P.M.
CHICAGO
Warner Screening Room
1307 So. Wabash Ave. • 1:30 P.M.
CINCINNATI
RKO Palace Th. Screening Room
12 E. 6th St. • 8:00 P.M.
CLEVELAND
20th Century-Fox Screening Room
2219 Payne Ave. • 2:00 P.M.
DALLAS
20th Century-Fox Screening Room
1803 Wood St. • 2:00 P.M.
DENVER
Paramount Screening Room
2100 Stout St. • 2:00 P.M.
DES MOINES
20th Century-Fox Screening Room
1300 High St. • 12:45 P.M.

DETROIT
20th Century-Fox Screening Room
2211 Cass Ave. • 2:00 P.M.
INDIANAPOLIS
Paramount Screening Room
116 W. Michigan St. • 2:00 P.M.
JACKSONVILLE
Florida Theatre Bldg. Sc. Rm.
128 E. Forsyth St. • 2:00 P.M.
KANSAS CITY
20th Century-Fox Screening Room
1720 Wyandotte St. • 1:30 P.M.
LOS ANGELES
Fox Westcoast Screening Room
1837 S. Vermont Ave. • 2:00 P.M.
MEMPHIS
20th Century-Fox Screening Room
151 Vance Ave. • 3:00 P.M.
MILWAUKEE
Standard Theatre Screening Room
212 W. Wisconsin Ave. • 1:30 P.M.
MINNEAPOLIS
Warner Sc. Rm.
1000 Currie Ave. • 2:00 P.M.
NEW HAVEN
Stanley Warner Screening Room
70 College St. • 1:30 P.M.
NEW ORLEANS
Paramount Gulf Sc. Rm.
1309 Cleveland Ave. • 2:00 P.M.
NEW YORK
Home Office Sc. Rm.
666 Fifth Ave. • 2:15 P.M.

OKLAHOMA CITY
20th Century-Fox Screening Room
10 North Lee Ave. • 10:00 A.M.
OMAHA
20th Century-Fox Screening Room
1502 Davenport St. • 1:30 P.M.
PHILADELPHIA
Warner Sc. Rm.
230 No. 13th St. • 2:00 P.M.
PITTSBURGH
20th Century-Fox Screening Room
1715 Blvd. of the Allies • 1:30 P.M.
PORTLAND
Star Screening Room
925 N.W. 19th Ave. • 2:00 P.M.
SALT LAKE CITY
20th Century-Fox Screening Room
216 East 1st South • 1:30 P.M.
SAN FRANCISCO
Crown Vending Co. Screening Room
221 Golden Gate Ave. • 1:30 P.M.
SEATTLE
Jewel Box Theatre
2318 Second Ave. • 2:00 P.M.
ST. LOUIS
Art Theatre Screening Room
3330 Olive St. • 1:00 P.M.
WASHINGTON
20th Century Fox Screening Room
415 Third St. N.W. • 10:30 A.M.

WB

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
MAY	NEVER LOVE A STRANGER John Drew Barrymore, Lita Milan HONGKONG AFFAIR Jack Kelly, May Wynn — 79 min. (Rev. 4/21/58) DATELINE TOKYO Richard Long, Michi Kobi SNOWFIRE (color) Molly McGowan, Don Megowan BULLWHIP (CS, color) Guy Madison, Rhonda Fleming	THIS ANGRY AGE (Technirama, color) Anthony Perkins, Silvana Mangano — 111 min. (Rev. 4/28/58) THE GODDESS Kim Stanley, Lloyd Bridges —105 min. (Rev. 4/16/58)	THE SHEEPMAN (CS, color) Glenn Ford, Shirley MacLaine—86 min. (Rev. 4/23/58) CRY TERROR! James Mason, Inger Stevens — 96 min. (Rev. 4/15/58)	MARACAIBO (VV, color) Cornel Wilde, Jean Wallace — 88 min. (Rev. 5/13/58)	TEN NORTH FREDERICK (CS) Gary Cooper, Diane Varsi —102 min. (Rev. 4/30/58) FRAULEIN (CS, color) Mel Ferrer, Dana Wynter — 98 min. (Rev. 5/7/58) THUNDERING JETS Dick Foran, Rex Reason	GOD'S LITTLE ACRE Robert Ryan, Aldo Ray — 110 min. (Rev. 5/12/58) FORT MASSACRE (CS, color) Joel McCrea, Forrest Tucker —80 min. (Rev. 5/2/58) TOUGHEST GUN IN TOMBSTONE George Montgomery—72 min. (Rev. 4/30/58) ISLAND WOMEN Marie Windsor, Vince Edwards THUNDER ROAD Robert Mitchum, James Mitchum — 94 min. (Rev. 4/25/58) EDGE OF FURY Michael Higgins, Lois Holmes — 70 min. (Rev. 5/8/58)	I MARRIED A WOMAN (RKO) George Gobel, Diana Dors—84 min. (Rev. 5/15/58) GIRLS ON THE LOOSE Mara Corday, Lita Milan—78 min. (Rev. 4/4/58) LIVE FAST, DIE YOUNG Mary Murphy, Norma Eberhardt—82 min. (Rev. 4/11/58)	THE LEFT HANDED GUN Paul Newman, Lita Milan — 107 min. (Rev. 4/29/58) VIOLENT ROAD Brian Keith, Dick Foran—86 min. (Rev. 4/30/58) STAKE-OUT ON DOPE STREET Yale Wexler, Jonathan Haze—83 min. (Rev. 2/20/58) TOO MUCH, TOO SOON Dorothy Malone, Errol Flynn — 121 min. (Rev. 4/17/58) MANHUNT IN THE JUNGLE (color) Robin Hughes — 79 min. (Rev. 4/21/58)	MACHINE GUN KELLY (AIP) (Superama) Charles Bronson, Susan Cabot THE BONNIE PARKER STORY (AIP) (Superama) Dorothy Provine, Jack Hogan STAGE STRUCK (RKO—BV) (color) Henry Fonda, Susan Strasberg—95 min. (Rev. 2/26/58) LIANI (DCA) (color) Marion Michael, Hardy Kreuger TIME LOCK (DCA) Robert Beatty, Lee Patterson THE SECRET (DCA) Sam Wanamaker, Mandy THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmann, Hennelore Schroth HELL DRIVERS (Rank F. D. A.) (VV) Stanley Baker, Herbert Lom—91 min. (Rev. 5/13/58) ROBBERY UNDER ARMS (Rank F. D. A.) (color) Peter Finch, Ronald Lewis
JUNE	THE PAGANS Pierre Cressoy, Helene Remy CRY BABY KILLER Jack Nicholson, Carolyn Mitchell GUNSMOKE IN TUCSON (CS, color) Mark Stevens, Gale Robbins	THE LINEUP Eli Wallach, Robert Keith —86 min. (Rev. 4/30/58) THE CASE AGAINST BROOKLYN Darren McGavin, Maggie Hayes—82 min. (Rev. 5/15/58) LET'S ROCK Julius LaRosa, Phyllis Newman SHE PLAYED WITH FIRE Jack Hawkins, Arlene Dahl	THE LAW AND JAKE WADE (CS, color) Robert Taylor, Richard Widmark HAUNTED STRANGLER Boris Karloff, Jean Kent FIEND WITHOUT A FACE Marshall Thompson	HOT SPELL (VV) Shirley Booth, Anthony Quinn—86 min. (Rev. 5/14/58) ANOTHER TIME, ANOTHER PLACE (VV) Lana Turner, Glynis Johns — 98 min. (Rev. 4/18/58) SPACE CHILDREN (VV) Adam Williams, Michel Ray VERTIGO (VV, color) James Stewart, Kim Novak — 123 min. (Rev. 5/12/58) THE COLOSSUS OF NEW YORK (VV) Ross Martin, Otto Kruger	FROM HELL TO TEXAS (CS, color) Don Murray, Diane Varsi — 100 min. (Rev. 5/14/58) THE FLY Herbert Marshall, Vincent Price RX-MURDER (CS) Rick Jason, Marius Goring SPACE MASTER K-7 Bill Williams, Lynn Thomas GANG WAR Charles Bronson, Kent Taylor	THE LONE RANGER AND THE LOST CITY OF GOLD Clayton Moore, Jay Silverheel WINK OF AN EYE Johnathan Kidd, Doris Dowling	HORROR OF DRACULA (color) Peter Cushing, Melisa Stribling — 82 min. (Rev. 5/6/58) THE THING THAT COULDN'T DIE William Reynolds, Andrea Martin—69 min. (Rev. 5/8/58) THIS HAPPY FEELING (CS, color) Debbie Reynolds, Curt Jergens — 92 min. (Rev. 3/19/58)	DANGEROUS YOUTH George Baker, Frankie Vaughan — 98 min. (Rev. 5/16/58)	TERROR FROM THE YEAR 5000 (AIP) Joyce Holden, John Stratten HOT ROD GANG (AIP) John Ashley, Jody Fair HIGH SCHOOL HELLCATS (AIP) Yvonne Lime, Brett Halsey THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt THE PROUD REBEL (BV) (color) Alan Ladd, Olivia de Haviland — 103 min. (Rev. 4/4/58) LISA (DCA) Maria Schell, D. W. Fischer SENECHAL THE MAGNIFICENT (DCA) Fernandel, Nadia Gray DEFEND MY LOVE (DCA) Martine Carol, Vittorio Gassman DANGEROUS EXILE (Rank F.D.A.) (VV, color) Louis Jourdan, Belinda Lee
JULY	FRANKENSTEIN—1970 (CS) Boris Karloff, Jana Lund UNWED MOTHER Norma Moore, Robert Vaughn QUEEN OF OUTER SPACE (CS, color) Zsa Zsa Gabor, Eric Fleming	REVENGE OF FRANKENSTEIN Peter Cushing, Eunice Gayson THE CAMP ON BLOOD ISLAND Carl Mohner, Andre Morell THE KEY (CS) William Holden, Sophia Loren GUNMAN'S WALK (CS, color) Van Heflin, Tab Hunter LIFE BEGINS AT 17 Mark Damon, Dorothy Johnson	GIGI (CS, color) Leslie Caron, Maurice Chevalier — 116 min. (Rev. 5/15/58) HIGH SCHOOL CONFIDENTIAL Russ Tamblyn, John Barrymore, Jr.	KING CREOLE (VV) Elvis Presley ROCK-A-BYE BABY (VV, color) Jerry Lewis, Marilyn Maxwell	THE BRAVADOS (CS, color) Gregory Peck, Joan Collins THE NAKED EARTH (CS) Richard Todd, Juliette Greco SIERRA BARON (CS, color) Brian Keith, Rip Jason DESERT HELL (Regalscope) Brian Keith, Barbara Hale	NOT SET	A TIME TO LOVE AND A TIME TO DIE (CS, color) John Gavin, Lilo Pulver—132 min. (Rev. 4/1/58) KATHY O' (CS) Dan Duryea, Jan Sterling —99 min. (Rev. 4/24/58) THE LAST OF THE FAST GUNS (CS, color) Jack Mahoney, Linda Cristal	INDISCREET Cary Grant, Ingrid Bergman NO TIME FOR SERGEANTS Andy Griffith, Nick Adams —111 min. (Rev. 5/7/58)	HOW TO MAKE A MONSTER (AIP) Robert Harris, Paul Brinegar WAR OF THE COLOSSAL BEAST (AIP) Roger Pace, Sally Fraser TANK BATALLION (AIP) Don Kelly, Marjorie Hellen THE LIGHT IN THE FOREST (BV) (color) Fess Parker, Wendell Corey —93 min. (Rev. 5/2/58) NIGHT AMBUSH (Rank F. D. A.) Dirk Bogarde, Marius Goring — 93 min. (Rev. 4/25/58) WINDOM'S WAY (Rank F. D. A.) (color) Peter Finch, Mary Ure

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

Writers Guild

(*Continued from page* 1)

lally was named president of TV-radio branch. Other officers elected for SWB include Ben Roberts, vice-president; Winston Miller, secretary-treasurer. Herbert Baker, Isobel Lennart, Mel Shavelso, James Webb, Lew Meltzer and Charles Hoffman won seats on board.

Seven for TV-Radio

Winning officers for TV-radio branch include Leonard Freeman, vice-president; Anthony Ellis, secretary-treasurer; with board members Arthur Alsberg, Richard Collins, David Victor, Samuel Newman and Kay Lenard.

Edmund L. Hartmann remains president of WGAW, as do other officers. They hold two-year terms and were not up for election.

Oklahoma Unit Asks Admission Tax Help

Special to THE DAILY

OKLAHOMA CITY, May 18 – United Theatre Owners of Oklahoma has petitioned both senators and all congressmen from the state of Oklahoma to "assist in eliminating the remaining admission taxes on our hard-pressed industry." A letter from E. R. Slocum, executive director of the unit quotes a resolution passed by the organization thanking the members of Congress for previous help and urges them to continue their efforts.

The letters went to Senators Robert S. Kerr and Mike Monroney and Congressmen Page Belcher, Carl Albert, Tom Steed, John Jarman and Toby Morris.

Lewis Sells York Stock To Paramount Pictures

From THE DAILY Bureau

HOLLYWOOD, May 18 – Jerry Lewis has sold his stock in York Pictures Corp., a company in which he and Paramount have been jointly interested for the past several years, to Paramount Pictures Corp. for an undisclosed amount, it was announced today.

Prior to the deal that was consummated on Friday Lewis was under exclusive contract to York for all his services in the entertainment field. Effective immediately, Lewis is free agent to operate in all entertainment media except for a commitment to York Pictures to make eight films over the next seven years.

His next picture is "Geisha Boy," scheduled to start shooting June 16. He is also committed to Hal Wallis to make two more pictures, one in the fall of 1958 and one in the spring of 1959. All of these films will be released by Paramount.

After completion of two pictures for Hal Wallis, Lewis will have the right to make one annually apart from his commitment to York.

Adams Backs B-B Campaign

(*Continued from page* 1)

paign, the next phase of the business-building program.

"I am very much in favor of the business-building campaign," Adams said. "Anything that will help stimulate business or help relieve some of the exhibitor's troubles certainly is worth backing. It becomes, as I have said, a matter of helping oneself and one's own business."

Adams said he could understand why many exhibitors may be slow in sending in contributions to the campaign.

Points to Bad Weather

"Drive-ins are having their worst seasonal openings in the North in many years," he said. "Cold, rainy weather over wide areas, and persisting for weeks has depressed drive-in attendance seriously. Subsequent runs are suffering from the slow release of the best box office attractions, due to roadshow policies for a greater number of pictures, and longer runs in the pre-release houses for those not on a hard-ticket policy.

"Moreover," he continued, "many exhibitors have gotten together to stage local business-building campaigns in their own cities, such as Cleveland, Detroit, Minneapolis and elsewhere. They have contributed to the local campaigns and have gotten them under way. In some cases, the local demands are all that exhibitors are able to meet.

Hopes for Allied Aid

"It is possible that the Allied States board at its spring meeting in Baltimore later this month may came up with some suggestions to help the business-building campaign, but I have no way of predicting what the board will do."

Adams, who is interested in race tracks here and in Kentucky, said they have been occupying the lion's share of his time but have shown a 20 per cent increase over a year ago.

Japan Studios

(*Continued from page* 1)

refuse to sell pictures for use on TV, "except under exceptional circumstances."

Previously the other five major Japanese studios had boycotted TV, allowing only films based on radio or TV plays to be shown on video.

Nikkatsu, in announcing its unilateral decision, stated, "We will join the other Japanese majors in taking proper action against any foreign film producer who unloads large quantities of films on the Japanese TV market."

Business Good for 10 Years

The Japanese film industry has been enjoying "boom" business for the past 10 years and only recently have slight decreases in attendance per theatre been noticed. These were attributed to the increase of TV sets (estimated at 1,500,000) and the local industry banded together to prevent showings of full length features. Very few independent films have been shown, as well, while American full length films on TV have been few and very old.

GPEC Net

(*Continued from page* 1)

107,732 for the comparable quarter of 1957.

Income for the quarter just ended was equal after preferred dividends to 16 cents per share as compared with 85 cents per share for the same quarter last year.

Place said there were two principal reasons for the "unsatisfactory results" in the first quarter. One was increased engineering and other expenses incident to the making of proposals on a large volume of defense contracts. The other was due to the "adverse effect on sales of economic conditions."

Tollchin to Testify

(*Continued from page* 1)

tion to a bill that would require broadcast licensees to sell their record or music publishing subsidiaries.

Motion Picture Association President Eric Johnston is listed as the first witness Wednesday. Other opponents that day will include officials of CBS and NBC.

Hopes for Completion This Week

The subcommittee hopes to finish opposition testimony this week, and will hear rebuttal testimony sometime in June by officials of ASCAP who are the chief backers of the measure.

Marchese to UA

(*Continued from page* 1)

nounced by James R. Velde, UA general sales manager.

A veteran in the sales and contract field, Marchese entered the industry in 1929 when he joined Metro-Goldwyn-Mayer, where he served on the home office sales staff for 20 years. In 1949 he moved to Paramount Pictures and was assistant contract department head. He became associated with Republic Pictures in 1955, successively holding posts as contract department manager and sales supervisor.

'South Pacific' Capacity At Rank's Dominion

Rodgers and Hammerstein's "South Pacific" in Todd-AO, which opened at the Dominion Theatre, London, England, April 21, has been playing to 100 per cent capacity, according to A. E. Bollengier, vice-president and treasurer of Magna, distributors of the Todd-AO version. The Dominion, J. Arthur Rank showcase, seats 1,800 people. Capacity represents a gross of $18,000 weekly.

Governors Invited to See Films While in Miami

Special to THE DAILY

MIAMI, May 18 – The nation's 48 governors, convening here today for their annual meeting, will be, if free time permits, movie patrons and business-building campaign proponents.

Wometco Circuit has distributed gold courtesy passes to each of the governors and their first ladies, good during the executive's stay in Miami Beach. Each pass bears the insignia of the business-building campaign—"Get More Out of Life . . . Go Out to a Movie."

Mrs. Craver New Head Of Charlotte WOMPI

Special to THE DAILY

CHARLOTTE, N. C., May 18—Mrs. Alice Craver, an employee of Universal-International's Charlotte exchange, is the new president of the Charlotte WOMPI Club.

Mrs. Craver, elected by the membership, succeeds Miss Nancy Wilson. She will be installed at the annual banquet Monday, June 16, at the Delmonico's Pearl Room.

Other new officers, all of whom will be installed at the June meeting, are Miss Betty Beatty, first vice-president; Mrs. Mildred Hoover, second vice-president; Mrs. Viola Wister, corresponding secretary; Mrs. Jo Williams, recording secretary, and Mrs. Maxine Wess, treasurer.

Injunction Bars List-Glen Alden Merger

The proposed merger of List Industries and Glen Alden Corp. has been postponed at least until June 16 when a stockholder suit, one of three filed, comes up for trial. New York State Supreme Court Judge Walter R. Hart has granted a temporary injunction against the merger to Samuel Gilbert of Brooklyn, who sued in behalf of himself and other Glen Alden stockholders.

Gilbert charged that the reorganization proposals were part of a conspiracy to hand over the assets and property of Glen Alden to List.

Judge Hart denied a request to appoint a receiver for Glen Alden and scheduled trial of the suit for June 16, pending posting of a $2,500 bond by Gilbert.

Galanter on Tour for Col. 'Super Seven'

BOSTON, May 18.—Publicist Ted Calanter begins a five-week, 18-city advance program on behalf of five of Columbia's "Super Seven" features here tomorrow. The principal subject of the tour will be "The Key" with "Best of Enemies," "Gunman's Walk," "The 7th Voyage of Sinbad" and "Revenge of Frankenstein" also involved.

KEY: SYSTEM: CS—CinemaScope: VV—VistaVision: N—Naturama: (Rev.) Motion Picture Daily Review Date.

Television Today

IN OUR VIEW

THE Federal Communications Commission is on the pan again, and this time its harshest critics are the House Commerce subcommittee investigating commission licensing policies and practices. One of the chief troubles would seem to be, at this writing, that the FCC has no fixed, firm and inviolate policy in this and other matters, and its practices, partly as a result, vary altogether too easily.

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One of the points made by the House unit late last week was that the FCC perhaps should not have given approval to National Telefilm Associates for its purchase of Station WMGM in Minneapolis because the company is a producer and distributor of TV films. Furthermore the committee unit questioned whether the defendant in a broadcast anti-trust case should be allowed to own stations. NTA is a defendant in one of the Justice Department's current broadcast anti-trust cases.

With reference to the first contention above, there seems little or no justification for such a premise on the part of the House investigators. The effect of that kind of thinking on the part of licensing authority would seem to be to stifle the incentive to develop on the part of an organization, and seem to be directly contrary to the basic American policy of free enterprise and free competition. The Government already, through FCC basic regulations, forbids too extensive station holding on the part of any one company. Why, then, should a company be prevented from entering into another or secondary phase of communications operation, so long as it, by law, stays within the station-ownership limit perscribed by law?

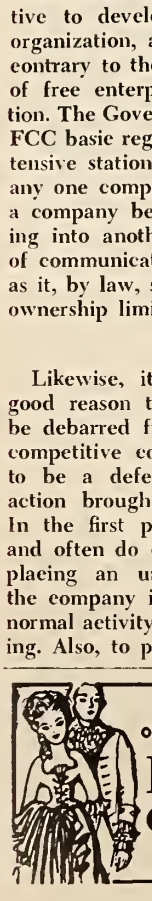
•

Likewise, it seems to be without good reason that a company should be debarred from pursuing a normal competitive course, when it happens to be a defendant in an anti-trust action brought by the Government. In the first place, such actions can and often do drag on for years, thus placing an unfair handicap against the company in that it is stymied in normal activity while the case is pending. Also, to prevent such operational procedure by the company is to present an assumption of guilt before trial. That certainly cannot be considered the American way, under any circumstances.

Perhaps we are making too much of this idea of "the American way," but if there is anything more important, or to be more jealously guarded before the world, we know not what it may be.

There are no doubt many "very glaring problems," to quote Chairman Harris of the House committee, in the operation of the FCC. It is well and good that they be studied, considered and if possible, rectified. But the actions taken should be within the hounds of reasonable care to preserve the right of all American business to equal competitive opportunity at all times.

—*Charles S. Aaronson*



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TV Academy Names Board

The board of governors of the New York chapter of the Academy of Television Arts and Sciences for the 1958-60 term has been announced by Mark Goodson, president.

Newly elected members are Gertrude Berg, Clark Jones, Vincent Donehue, Perry Lafferty, Richard Rodgers, Vladimir Selinsky, Kay Armen, Vaughn Monroe, Paul Winchell, Fred Coe, David Susskind, Rick Kelly, Louis Tedesco, Erik Barnouw, Herbert Hirschman and Irve Tunick.

Re-elected to the board for a second term are: Syd Eiges, Faye Emerson, Mark Goodson, Ben Grauer, Robert Rowe Paddock, Otis Riggs, Ed Sullivan, and Henry S. Whtie.

Continuing in office for the second year of their two-year term are: Robert Alan Authur, Bill Baird, Kirk Browning, Clayton (Bud) Collyer, Walter Cronkite, Daniel Franks, Betty Furness, Bernard Green, Carl Kent, Robert F. Lewine, Robert Markell, Jayne Meadows, Hubbell Robinson, Jr., Henry Sylvern, O. Tamburri, and Paul Tripp.

The newly elected board of governors will take office at a meeting to be held Thursday at which time officers will be elected and committee chairmen chosen.

'Baseball Corner'

"The Baseball Corner," a half-hour program devoted to baseball bringing fans behind-the-scenes news, trends, special features and demonstrations of playing techniques, will be presented on ABC Television Sundays, 9-9:30 P.M., EDT, starting June 1, sponsored by General Mills, Inc.

Spot TV Advertising In Jump for Quarter

Spot television expenditures for the first quarter of 1958 showed an increase of $2,127,000 over the comparable 1957 quarter, or a total of $119,062,000 against $116,935,000, a jump of 1.8 per cent. This was reported at the weekend by Norman E. Cash, president of Television Bureau of Advertising, in a report on spot TV spending by national and regional advertisers.

Screen Gems to Produce 'Alcoa-Goodyear Thea.'

Screen Gems will produce a new series of half-hour dramas for co-sponsorship next season by the Aluminum Company of America and the Goodyear Tire and Rubber Company, it was announced by John M. Mitchell, vice-president in charge of sales of the Columbia Pictures TV subsidiary.

The program, to be titled alternately "Goodyear Theatre" and "Alcoa Theatre," will be telecast on NBC-TV Mondays, 9:30-10 P.M., the same time period the sponsors have had during the current season.

Screen Gems plans to select the stars for the new series from among the top names in Hollywood. Production will be under the supervision of Harry Ackerman, Screen Gems' vice-president in charge of production.

CBS Returns 'Search' As Summer Series

"The Search," the CBS Television Network public affairs series produced in cooperation with the nation's leading universities, will return to network television as a special 17-week summer series commencing Sunday, June 1 (6:00-6:25 P.M., EDT) over the CBS Television Network.

A presentation of the Public Affairs Department of CBS News, each program in the series takes viewers into a different American university for a look at one of the most significant research programs being conducted there. The series was prepared in cooperation with the nation's leading educational institutions.

Joins Grimson Color

Captain Pierre Boucheron, USNR, radio pioneer and original advertising-public relations manager for R.C.A., has been appointed sales manager for Grimson Color, Inc., television engineers and researchers here, according to an announcement by Dr. Seymour Rosin, president of the organization.

TV in Britain

(*Continued from page 1*)

scheme here than in the United State

Explaining to newsmen TOA's ow plan to prevent the sale of post-194 product to TV, he expressed the hop that all the legal pitfalls would b avoided around the conference tabl He intended to make an extensiv examination of the British TV plan.

Seeks Cooperation with CEA

Primarily, Levy is here to seek t establishment of a permanent joi working group of members of TO and CEA. "We already have a clos working arrangement with the CEA he said, "but we now would like mo concrete liaison." He admitted th it would be a very expensive busine but he would like regular get-toget ers, say once a year.

He also intends to study the effe of commercial TV and the America product shortage on British cinem attendances coupled with an invest gation as to whether the two-a-da show is likely to become a permane feature here. Finally, he warne against any further sale of films TV and pointed out that "what ha pens in America eventually happe in Britain. It is just a matter of ti ing."

Will Visit Paris

Following a visit to the Bruss Fair, Levy is scheduled to attend meeting of the Union Internationa de l'Exploitation Cinematographiq in Paris next week with CEA pres dent E. J. Hinge.

Firestone Renews ABC Program for 1958-59

The Firestone Tire & Rubber C has renewed its sponsorship of AB TV's "The Voice of Firestone" for th 1958-59 season, Raymond C. Fire stone, president of the Firestone Co and Oliver Treyz, ABC Televisio president, have announced.

The program will continue to b televised on Mondays from 9 to 9:3 P.M.

On Dec. 3, "The Voice of Fire stone" will complete its 30th year o continuous broadcasting.

Wallace Resigns

(*Continued from page 1*)

Theatres, operating in several sout central Texas towns.

Formerly, Wallace was territori representative for Victor Corneli Advertising Co. and prior to that wa affiliated for more than 19 years wit the Griffith Theatre Enterprises an Frontier Theatres.

Set 'Music Bingo'

"Music Bingo," a new weekly serie combining Bingo with the parlo game of identifying popular tune will make its debut on ABC-TV, Friday, June 6, 8:30-9 P.M., EDT. Th series, originated by Harry Salter, i sponsored by Associated Products.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 98 NEW YORK, U.S.A., TUESDAY, MAY 20, 1958 TEN CENTS

At Public Auction

No Bidders For Schine's 14 Theatres

Circuit Had Contended No Market in Contempt Suit

Special to THE DAILY

ROCHESTER, N. Y., May 19 – Not a single bid was made for any of 14 theatres of the Schine circuit offered at public auction here this afternoon although there were approximately 100 people in attendance.

The fact that there were no bidders for any of the properties, although nine of them are presently operating and were sold under the provisions of the 1949 anti-trust decree against the circuit, confirmed Schine's defense in a contempt action brought by the Government last year. In that action the circuit argued

(*Continued on page* 4)

'U' Surveys Exhibitors For Re-Issue Selections

Universal Pictures is conducting a survey of exhibitors through its film exchanges to determine what post-1948 films they would like to have for re-issue, it was announced yesterday by Henry H. Martin, general sales manager.

Exhibitors will be supplied with a list of 53 pictures released during the years 1948-49 to 1951-52, from which they will be asked to name their preferences. Titles and the number of

(*Continued on page* 5)

Television Today Page 5

Theatre Attendance Upswing Due to Good Product: Kalmus

By JAMES M. JERAULD

During the first three months of this year the tide has turned in the motion picture business, Dr. Herbert T. Kalmus, president and general manager of Technicolor, Inc., and Technicolor Corp., told stockholders at their annual meeting here yesterday.

Movie attendance began increasing some six weeks ago, he said, and March showed, for the first time in nine months, an increase over the corresponding month a year earlier.

"Many executives in the industry believe that this upturn marks the end of a prolonged falling off in theatre attendance which, it is reported, brought the nation's average weekly attendance down to about

(*Continued on page* 3)

High Court Will Hear Beacon-FWC Arguments

From THE DAILY Bureau

WASHINGTON, May 19.–The Supreme Court agreed to decide whether Beacon Theatres, operator of the Belair Drive-In near San Bernardino, Calif., had been impropery deprived of a jury trial in its anti-trust suit against Fox West Coast Theatres.

Beacon contends that District Court Judge Harry C. Westover did deprive it of a jury trial on key issues of its suit. The Ninth Circuit Court of Appeals didn't agree, and Beacon appealed to the Supreme Court. The court said today it would hear argument on the case in the fall.

Beacon originally objected to the fact that Fox's California Theatre, 11

(*Continued on page* 4)

National Film Begins W.B. Servicing June 1

Agreement has been reached on the deal for National Film Carriers to take over physical distribution for Warner Bros. domestic exchanges. The deal will become effective on June 1.

Arrangements call for NFC to han-

(*Continued on page* 5)

REVIEW:

The Vikings

Bryna—United Artists

THIS BIG, LUSTY, brawling, swashbuckling production would seem to be headed for a box office career as explosive as its action. It is filled to bursting with all the ingredients of a smash action picture. There are fights by sea and land; savage cruelty; a kidnapped princess; the siege of a castle; bawdy, brawling Viking feasts; bloody sword fights; tender romance; a slave who is really a king, and a king who is a bloody tyrant. All these spilling off the wide screen in magnificent color by Technicolor against a background of the awesome Norwegian fjords photographed in sun and shadow, rain and fog, make for what exhibitors–and gamblers–call a natural.

Matching the size of the production in all departments are the performances by top names Tony Curtis, Ernest Borgnine and Janet Leigh, but most of all by the star and producer, Kirk Douglas who roars, fights,

(*Continued on page* 4)

UA 'Holders Told

Benefits From Public Finance 'Still to Come'

Benjamin, Krim Say Prospects Encouraging

Prospects for the future of United Artists are "most encouraging," and the company has "not even begun to realize the benefits of the public financing of last year," Robert S. Benjamin and Arthur B. Krim, chairman of the board and president, tell stockholders in the company's annual report released yesterday. The 18-page report on the company's 1957 activities is the first since it became

(*Continued on page* 2)

Disney Six-Month Net Amounts to $1,633,250

Special to THE DAILY

BURBANK, Cal., May 19 – Net profit and gross revenue of Walt Disney Productions and domestic subsidiaries for the six months ended March 29, first half of the current

(*Continued on page* 5)

Urge No Film Bidding Prior to Trade Reviews

Special to THE DAILY

CHARLOTTE, N. C., May 19 – Theatre Owners of North and South Carolina has endorsed a resolution urging the distributors, insofar as possible, not to offer individual pictures to the exhibitor prior to publication of trade paper reviews.

Harold Armistead, president of the exhibitor group, has written to trade publications asking what restrictions, if any, are placed upon them by the distributors as to publication date for trade reviews.

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PERSONAL MENTION

JOSEPH MOSKOWITZ, 20th Century-Fox vice-president, will return to New York from Europe today aboard the "Queen Mary."

•

Broni Landau, manager of the M-G-M office in the Philippine Islands, will arrive in New York from Manila on May 29.

•

Larry Morris, B. S. Moss Theaatres vice-president and general manager, returned to New York yesterday from a tour of England, France and Italy.

•

Harry Saltzman, producer, left here yesterday for London via B.O.A.C.

•

Alexander Mackendrick, director, arrived in New York over the weekend from the Coast, and after a week here will leave for Europe.

•

Mrs. Donald Wolf, daughter-in-law of **Nat Wolf**, former Warner Ohio theatre zone manager, has given birth to a boy in Cleveland.

•

Helen Rose, M-G-M designer, is scheduled to arrive in New York from Hollywood on May 28.

•

Anthony Mann, director, has left New York for Europe.

•

Nat Barach, National Screen Service branch manager in Cleveland, has left there with **Mrs. Barach** for Miami Beach.

•

Arthur Freed, producer, and **Vincente Minelli**, director, will return to Hollywood tomorrow from New York.

•

Martin S. Davis, executive assistant to **Jerry Pickman**, Paramount advertising - publicity vice-president, left New York last night for New Orleans.

Col. Processing Setup Available to Outsiders

From THE DAILY Bureau

HOLLYWOOD, May 19.—The still photo gallery, laboratories and photo department personnel of Columbia Pictures, headed by Robert Coburn, are now available to outside sources including advertising agencies and theatrical and television motion pictures other than Columbia films, for photo and processing service.

The Columbia gallery and laboratories are set up for color and black-and-white processing and printing on a volume basis. Charles (Chuck) Nerpel, photo art editor in the studio's publicity department, will function closely with the operations of this set-up.

Sees Public Financing Paying

(*Continued from page 1*)

a publicly-owned corporation last spring.

Through the public financing the company was enabled in 1957 to produce "a far stronger program of important pictures than in any comparable period in the past," the UA executives state. "The impact of this program will first be felt in volume and profits in 1958 and 1959 when these pictures go into distribution," they add.

Independent Production Favored

Benjamin and Krim further express confidence in UA's pattern of financing and distributing pictures made by top independent producers as "basically sound" and as not yet having nearly reached their full potential.

"Today," they point out, "our family of top creative artists includes more than 60 independent producing organizations, each built around a star, a producer, a director, a writer, or a combination of these talents. Our projects currently in work under these relationships assure us of an ever-increasing flow of Double A product through 1960."

The letter goes on to summarize UA's expansion into the record, music publishing and television fields with the organization of three wholly-owned subsidiaries.

"We think," the lettter concludes, "that we are well equipped to face the future since we are free of oppressive commitments and can adapt quickly to new conditions."

The UA report contains the financial statement for 1957, figures for which were previously reported. The 1957 gross revenues established a new company record of $70,371,170 and net earnings also reached a new high at $3,262,466.

Has 126 Foreign Exchanges

In a section on international distribution it is reported that UA now has 126 film exchanges around the globe in addition to its domestic network.

Distribution now is effected chiefly through wholly-owned subsidiaries but in a few countries through licensed agencies. Foreign distribution has shown a steady annual growth and in 1957 accounted for $29,384,480 as compared to $4,738,270 in 1951.

Ross, UA Enlisting Women as Agents

By FLOYD STONE

An idea which he said was most ingenious and for which he credited United Artists' promotion experts, has been embraced by producer Frank Ross of "Kings Go Forth" with surprise, and now that it is a success, with gusto. It is, to enroll women in 151 cities which have more than 100,000 inhabitants, as "advance agents."

He and the company and a willing disc jockey 10 days ago in Hartford had as guests hundreds of women who wrote for tickets, and the result, he said, yesterday, was "quite wonderful" and proof this is what one needs to excite the public and get it "talking"; and they proceeded then, and now are convinced of its validity, on the thesis women are the opinion makers, certainly the ones who decide to go to the movies. The women are flattered at the attention and the privilege of a preview, and each should influence a dozen more.

United Artists' promotion executives Max Youngstein, Roger Lewis and Fred Goldberg sat in at the press conference.

Earl Wingart Resigns; Fox Merchandising Mgr.

Earl Wingart, Twentieth Century-Fox merchandising manager since 1950, has retired from the company, effective May 31. Wingart joined Fox as publicity manager in 1932, holding the position for ten years. He then left for a brief period to work with the public relations committee of the Motion Picture Association before returning to Fox's exploitation department in 1944.

In 1945, Wingart was promoted to assistant publicity manager and four years later he was appointed press book editor.

AA Dividend Set

HOLLYWOOD, May 19 — Allied Artists Pictures announced today that a dividend of 13¾ cents per share on the company's 5½ cumulative convertible preferred stock will be payable on June 15, to stockholders of record on June 3. The dividend was voted by the executive committee of the board of directors on May 14.

More 'Kwai' Shows Here

"The Bridge on the River Kwai" will have a matinee showing every day during the summer months at the RKO Palace here. Starting Monday, June 30, and continuing through Labor Day, there will be two shows every day, a matinee at 2:30 and evening performance at 8:30.

UA Has TV Rights in Over 250 Releases

United Artists has acquired a gra of television rights in its distributi agreements with feature film pr ducers in more than 250 films in th past six years, according to the U annual financial report. The compan has been insisting on such grants sin 1951 "wherever possible."

U.K. Feature Films Registration Is Up

From THE DAILY Bureau

LONDON, May 17 (By Air Mail —More feature films for showing cinemas were registered last year tha in 1955-6, reports the Board Trade.

There were 324 "foreign" films 6,500 feet or more in length, again 300 in the preceding year. The num ber of British films of the same lengt registered was 105 against 81 1955-56.

In the same period, the 12 mont ended March 31, 1958, registration second features, 3,000 to 6,499 fee also increased, 33 British and 99 "fo eign" compared to 26 and 81. Of th "foreign" feature film registration American films totalled 235, followe by France with 42, Italy 14, and Ru sia 7.

'Vertigo' Party Set

Over 300 acceptances have bee received to date for the Alfred Hitch cock "Vertigo" press party on th 29th floor of a partially constructe building in mid-town Manhattan o Thursday. Many out-of-town new men will join New York newspap representatives, critics, magazine an syndicate writers, TV and radio com mentators and others at the affair.

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Wobber Subpoenaed In Embassy Case

Special to THE DAILY

SAN FRANCISCO, May 19—Herman Wobber's part in the reopening of the Embassy Theatre in 1937 today promises to loom large in future testimony in the eight-million-dollar monopoly suit against the major studios, distributors and exhibitor circuits as the trial finally got under way again before U.S. Judge Edward P. Murphy. Wobber has been subpoenaed as a witness.

He Owned 'Ten-O-Win'

Previously it had been established that Wobber, then general sales manager for 20th Century-Fox, was a "silent" partner with Leland C. Dibble and Daniel O. McLean when they took over the Embassy. It is also in the record that Wobber owned the Ten-O-Win game which was and is a big attraction in the sub-run Embassy, and that Dibble was his man in charge of the game in theatres all over the country. Later, Wobber relinquished his 55 per cent interest in the Embassy.

Thruout the trial the defense claim has been that the Embassy had no right to first-run product because it resorted to giveaways. McLean and Dibble have contended they had to resort to Ten-O-Win as a daily rather than occasional attraction because they were conspired against by the various defendants in their futile efforts to get first, second and even as much as seventh runs.

Dibble Still on Stand

On the stand today, which he has already occupied for more than a month on cross examination by various defense attorneys, Dibble revealed how Wobber had insisted his name was to be kept out of partnership but finally had to sign his name to the lease at the insistence of the theatre's landlord, E. B. Degolia. When Dibble and McLean negotiated the lease, the witness said, no mention was made to Degolia that Wobber was a partner. Just before signing the lease, however, Degolia learned Wobber was in on the deal and also would have a 55 per cent interest. Expecting Dibble and McLean were operating on small capital Degolia held up the deal for "security" reasons until Wobber signed.

Alabama, Georgia Meet Gets Underway Today

Special to THE DAILY

ATLANTA, May 19.—The annual convention of the Theatre Owners of Alabama and Georgia will get underway here tomorrow at 12:30 P.M., with a luncheon at which Ernest Stellings, president of the Theatre Owners of America, and Maurice Bergman, co-ordinator of the business - building campaign will peak. Both will make a plea for contributions to the industry promotional program.

Good Product Hikes Attendance: Kalmus

(*Continued from page 1*)

43,000,000 last year as compared with 75,000,000 ten years ago.

"Important among the reasons," he said, "is that motion picture producers are making pictures more in keeping with public demand to attract television audiences away from their sets with the general rule that the biggest and best pictures are doing very well at the boxoffice. Another reason to which it is attributed is showmanship. The theatre owners are beginning to offer more in the way of physical improvement in their theatres to make them attractive and have made a great variety of merchandising efforts."

Session Was Stormy

The reading of his statement by Dr. Kalmus was the only quiet interlude during two hours and three-quarters of stormy discussion which began at 3 o'clock.

The only business scheduled to become before the session in advance was the reelection of four directors for three-year terms.

Eventually they were reelected as follows: John H. Clark, Jr., Kay Harrison, Charles L. MacDonald and Harrison K. McKann.

Questioned by Gilbert

Immediately after the meeting was called to order with about 75 persons present and 1,352,124 shares represented by proxy (over 67 per cent), John Gilbert demanded to know who were the inspectors of votes. Later he wanted to know how many shares each of the nominees for directorships owned, and the parliamentary situation became involved.

Complains of 'Arrogance'

Gilbert shouted that he wanted the "displays of arrogance" by company officers inserted in the record.

Gilbert would not permit a vote until the nominees had been "discussed." Finally he nominated James Janney of Philadelphia, who said he was a stock broker.

When he was called upon for remarks he described Technicolor as a "sucker operation."

At that point Dr. Kalmus asked permission to read a statement while the votes were being tallied.

New Pact with Warners

During the course of the reading Dr. Kalmus said the company probably would do substantially the same volume of business with Paramount, Columbia and Walt Disney Productions as last year, with an increase expected from Warner Bros. Much of the future, he said, will depend on the volume of business attracted from independent producers. He said he could not reveal the details of a new contract now being discussed with Warner Bros.

Dr. Kalmus pointed out that he expected a rapid growth in the recently opened plant at Rome; that the London plant was doing very well, but that the French plant was not satisfactory. Since 1935, he said, the foreign affiliates had turned in $9,885,000, most of it from the British plant.

Competition Described

Attempts to diversify the company output by adding an amateur department have not been immediately successful. Later Leo Pavelle, director of the Consumer Photographic Products Division, discussed some of the problems of entering into competition on a national scale with Kodak.

The consolidated profit for all Technicolor companies for the first four periods of the year was $210,774, taxes $131,803 and a net of $78,791, or four cents a share.

The new Technirama process can handle prints from 16mm to 70mm, Dr. Kalmus stated.

Tells of New Process

He also mentioned a new process for transmitting color pictures electronically for television. This is supposed to reduce the band width. He would not go into details, because a patent application is pending.

About that time the tellers reported on the vote for directors. The management nominees received 1,327,249 votes each. Janney received 6,635.

Ronald Colman Dies On the Coast at 67

From THE DAILY Bureau

SANTA BARBARA, Cal., May 19.—Ronald Colman, veteran star of stage, screen and radio and a featured player in both silent and sound films since 1917, died here today of a lung infection at the age of 67. Funeral services will be held Wednesday at All Saints Episcopal Church by the Sea in Montecito. He is survived by his wife, Benita Hume to whom he was married in 1938, and a daughter, Juliet.

Born in Surrey, England, in 1891, Colman made his stage debut in London in 1914, after which he served with distinction in the British Army in World War I. He made his Hollywood screen debut in 1923 in "The White Sister," following which he was active in both films and radio until 1954. He won an Academy Award in 1948 for his role as a Shakespearean actor in "A Double Life."

Among Colman's best known pictures were "Lady Windermere's Fan," "Beau Geste," "Stella Dallas," "Bulldog Drummond," "A Tale of Two Cities," "Lost Horizon," "The Prisoner of Zenda" and "The Late George Apley."

Hemelraad Joins U-I

W. Hemelraad has been appointed manager for Universal International Films in Holland, Americo Aboaf, foreign general manager and vice-president, has announced.

THE BIG ONES...
are in LIFE
ADVERTISED IN LIFE
THE BIG ONE
IN MOVIE SELLING

No Bidders

(*Continued from page* 1)

that it should not be held in contempt for failing to carry out the decree because it had tried but could not find a market for the theatres.

In spite of this contention the circuit was convicted and the company and four of its executives were fined a total of $73,000. It has appealed the fines to the Circuit Court where a hearing has been scheduled for June 24.

The Joseph P. Day Company of New York was the auctioneer at today's sale, with Stephen A. McDonald of the Day company presiding.

In N.Y., Ohio, Maryland

The following theatres were being sold under the terms of the decree entered by the U.S. District Court June 24, 1949, and must be disposed of to persons who will use them as motion picture theatres, subject to the approval of the Court: Liberty, Madison, Riviera, and Monroe, Rochester; Temple, Cortland, N. Y., Temple, Geneva, N. Y.; Rialto, Lockport, N. Y.; Ohio, Ravenna, Ohio; Liberty, Cumberland, Maryland.

The following properties which were up for bid can be used for commercial purposes: West End, State, Lake, and Cameo, Rochester, Temple, Fairport, N. Y.

The following three theatres will be auctioned Saturday, May 24, at the Queensbury Hotel, Glens Falls, N. Y.: Ritz, Grandville, N. Y., Strand, Hudson Falls, N. Y., and Regent, Amsterdam, N. Y. This auction will also be conducted by Joseph P. Day, Inc.

One-Show-a-Night Policy Wins Approval

Special to THE DAILY

CLEVELAND, May 19. – Fred Holzworth, manager of the neighborhood Beach Cliff Theatre, says he has introduced a one-show-a-night policy for the long, deluxe pictures to the great approval of the patrons. He starts the feature at 8:30 P. M., giving patrons time for a leisure dinner hour, and allowing them to see the picture from the beginning. For those who want to attend the theatre earlier, he runs a half hour of short subjects. Standard admission scale is maintained under the policy.

Russian Film, Newman Win Awards at Cannes

Special to THE DAILY

CANNES, France, May 19.—"The Flying Cranes," a Russian war film, yesterday was selected for the Grand Prize of the Cannes Film Festival after seven hours of deliberation by the jury. The only American award was to Paul Newman as best actor for his role in 20th Century-Fox's "The Long, Hot Summer."

The second prize went to Jacques Tati's French production, "My Uncle." Awards are in the form of golden leaves.

Tony Curtis and Kirk Douglas shown in a scene from "The Vikings."

The Vikings

(CONTINUED FROM PAGE 1)

drinks and slashes his way through the two hour Norse saga in a rush of physical vigor which carries the role and the picture by its sheer power.

The story, from a novel of the same name by Edison Marshall, is historical in the sense that it could have happened, less spectacularly perhaps, in the ninth century when the pagan, semi-savage Norsemen were pillaging the coasts of Britain. Douglas is the son of a Viking chieftain, Borgnine, inheriting his lust for living and his habit of leadership. Curtis is their slave, captured when he was a boy, and, unknown to himself and to them, also the son of the Queen of Northumbria by Borgnine who ravaged the Queen on a raid 20 years earlier.

Miss Leigh's role as a Welch princess kidnapped by Douglas and supporting roles by James Donald, a Northumbrian who guides the Viking raids in the hope of unseating the cruel and vicious tyrant who has succeeded to the throne of his native land; Eileen Way as a Norse seer and reader of the runes, and Frank Thring as the Northumbrian tyrant, are competent, but quiet in the torrent of physical action unleashed by Douglas, Borgnine and Curtis.

The action revolves around the escape of Curtis, after he has been condemned to death; his love for Miss Leigh; his capture and delivery to the Britons of Borgnine, the Viking chieftain; the final raid, led by Douglas, to revenge the chieftain's death; and of Douglas' own death at the hands of Curtis in a breathtaking duel on the battlements of the castle that outshines and outjumps any screen duel with swords, fists or bludgeons in recent history.

The picture is as rich in exploitation possibilities as it is in other qualities. It is not for the squeamish nor the very young, the blood and gore running as freely as they do. But for physical power and lustiness it matches, or surpasses anything done for the picture in motion by any recent or past master of the art.

Direction, at a pace which leaves the viewer breathless, was by Richard Fleischer and Jerry Bresler gets producer credit for the Kirk Douglas production.

Running time, 114 minutes. General classification. Release, July.

JAMES D. IVERS

Atlanta V.C., WOMPI Aid 'Old Newsboys Day'

Special to THE DAILY

ATLANTA, May 19 – The Atlanta Variety Club and Women of the Motion Picture Industry were among the organizations most active this year in the successful celebration of "Old Newsboys Day." Hundreds of volunteer "newsboys" left executive ranks to sell papers for the benefit of the Cerebral Palsy Fund.

A colorful two-mile parade formed a fitting climax to the day's celebration.

Para. Southeastern Sales Meet Wednesday

Special to THE DAILY

ATLANTA, May 19.—A two-day Paramount Southeastern division sales meeting will start Wednesday at division headquarters here. George Weltner, Paramount Pictures vice-president in charge of worldwide sales; Jerry Pickman, advertising-publicity vice-president, and Hugh Owen, vice-president of Paramount Film Distributing Corp., will address the sessions.

W. Gordon Bradley, division manager, will preside.

Appeal Ruling Barring Glen Alden-List Deal

Special to THE DAILY

PHILADELPHIA, May 19.—Attorneys for Glen Alden Corp. have appealed to the Pennsylvania Supreme Court a ruling made late last week by four Luzerne County judges in Wilkes-Barre, Pa., that the proposed acquisition of List Industries by Glen Alden is actually a merger. A permanent injunction was issued against the transaction.

Glen Alden attorneys have asked that the case be heard during the week of June 2.

The Luzerne County court had upheld the suit of Stephen A. Farris, a Wilkes-Barre shareholder of Glen Alden, who charged shareholders had not been notified that they could have the value of their shares assessed and dispose of them, if they so wished, before the transaction was completed. This must be done under Pennsylvania law.

Actually a Merger, Says Farris

Farris claimed that the Glen Alden-List transaction was actually a merger, since Glen Alden was assumming the liabilities of List. In an outright purchase, he added, Glen Alden would only assume List's assets.

Glen Alden attorneys claimed the transaction was not a merger, but rather an outright purchase of List, and shareholders therefore had no right of assessment on the value of their shares.

Completion of the Glen Alden-List deal is awaiting disposal of the Wilkes-Barre suit as well as two others in New York State. In one of the latter Samuel Gilbert, of Brooklyn, a Glen Alden stockholder, has been granted a temporary injunction in New York State Supreme Court against the acquisition, pending trial of the suit. The trial is slated to start June 16.

High Court to Hear

(*Continued from page* 1)

miles away from the Belair, was given first run clearance over the Belair, and threatened to sue. Fox jumped first and asked the court for a declaratory judgment against Beacon, and then Beacon brought its damage countersuit.

The district court said it would try the Fox suit first without a jury, before trying Beacon's counterclaim before a jury. Beacon contended this would deprive it ultimately of a jury trial on many issues common to both cases. It asked the Ninth Circuit Court to overturn Judge Westover, but the appeals court said Westover had acted within his discretion. Fox argues that actually Westover fully protected Beacon's rights to a jury trial on all important issues in its damage suit.

'Fraulein' in Brooklyn

Twentieth Century-Fox's "Fraulein" will begin its New York engagement tomorrow at the Fabian Fox Theatre in Brooklyn.

Disney's Net

(*Continued from page* 1)

scal year, were higher than in the ecord corresponding months of last ear, president Roy O. Disney said oday in an interim report to shareolders.

For the six months ended March 9, consolidated net profit, after proision for taxes of $1,442,000, mounted to $1,633,250, equal to 1.06 a share on the 1,537,054 comnon shares outstanding. This comares with $1,532,391 or $1.03 per hare for the first six months of last ear, after tax provision of $1,473,000, omputed on the 1,492,416 common hares then outstanding.

Increase of $6,041,817

Consolidated gross revenue totaled 22,499,750, compared with $16,57,933 a year ago, an increase of 6,041,817. Of this increase $3,876,86 represents Disneyland Park, hich is consolidated in this year's x months' figures.

'U' Surveys Exhibitors

(*Continued from page* 1)

ictures to be made available for reease are expected to be announced ortly.

Branch managers are being urged contact as many exhibitors in their erritories as possible for their selecons and to forward their own choices s well as those of their sales force.

National Film

(*Continued from page* 1)

le all back room operations for Warers, including shipping, inspection, tc. All sales functions will continue be performed by Warners.

NFC has had a similar arrangeent in effect with Buena Vista for e past year.

F. Hugh Herbert Dies; Was Screen Writer

From THE DAILY Bureau

HOLLYWOOD, May 19—F. Hugh erbert, 60, author, playwright, and creen writer, died Saturday at Cedars f Lebanon Hospital, where he was eing treated for lung cancer. The ienna-born writer came to the U.S. 1920 and three years later went to ollywood where he originated umerous film scenarios and collaorated and adapted many others. ast summer he was appointed a ember of the expanded MPA Production Code Appeals Board as a epresentative of independent proucers.

Credits Include 'Kiss and Tell'

Among his credits are "Sitting retty," "Kiss and Tell," "The Moon s Blue," and "The Little Hut." He eaves his widow, two daughters, and wo sisters.

There will be no funeral services t his request, and the body will be remated. The family requests that in ieu of flowers donations be made to he heart or cancer funds.

REVIEW:

Country Music Holiday

Aurora—Paramount

BOSTON, May 19

The success some months ago of the Alan Freed stage and screen rock-and-roll attractions, with stress on nationally-known personalities, has paved the way for this Ralph Serpe-Howard B. Kreitsek Aurora production toplining Ferlin Husky, Zsa Zsa Gabor, Rocky Graziano and several dozen faces known and readily appreciated by the ever-growing roster of audiences that flock to this type of entertainment. The 81-minutes running time permits double-billing with a like story-theme.

The story and screenplay, credited to H. B. Gross, concern guitar-totin' Husky, a Tennessee GI, whose untapped talents as a singer get him involved with a whole passel of city slickers looking to stake a claim on the money potential. Conned by service buddies Al Fisher and Lou Marks to crash big-time TV, he finds himself involved in a rivalry between two top network programs.

Before the fadeout, nothing less than 14 tunes—ballads, westerns and rockabilly, performed by Husky, Faron Young, The Jordanaires, Lonzo and Oscar, Drifting Johnny Miller, the LaDell Sisters and Bernie Nee—are heard. Alvan Ganzer's direction is commendably brisk and flexible enough to throw the proper spotlight on the music of the moment.

Running time, 81 minutes. General classification. Release, in April.

A. M. W.

3 Co-Chairmen Named For Annual Golf Fete

Abe Dickstein, Marvin Kirsch and Harold Rinzler have been named co-chairmen of the seventh annual film industry golf tournament and funfest being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, New York, on June 12, it was announced yesterday by Martin Levine, chairman of the tournament.

A further working committee consisting of Charles Alicoate, Chic Aaronson, David Bader, Herbert Berg, Jack Hoffberg, Mel Konecoff, Milton Livingston, Don Mersereau and Cy Seymour, was named at the same time by Levine.

Lebanese Exhibitors Here for Pictures

Lebanese ordinarily prefer their violence in movies, two Lebanese exhibitors said here yesterday. They prefer action, but not necessarily boom-boom; they want story content, quality, stars, and generally the big picture, and they are as things go in the Middle East, a sophisticated audience. The theatre men are Alfred A. Andraos, who owns two houses in Beirut, and Michael Antiba, who owns five there, and whose father owns a half dozen in Syria. They are here for talks with distributors.

Television Today

Writers Guild Accepts Three Network Pacts

Members of the Writers Guild of America, meeting concurrently on the East and West Coasts, have voted unanimously to accept new contracts negotiated with the three major networks—CBS, NBC and ABC. The contracts cover 12 different categories, including live freelance television and radio, continuity and news writers, desk assistants, and news editors at CBS.

In the live free lance television contract, the Guild secured an increase in the minimum rate for an hour show from $1,100 to $1,500 per script. Increases were also gained in other time categories.

Discussion Mandatory

The contract also makes it mandatory for producers to discuss contemplated changes in the characterization and nature of dramatic scripts with a writer before control of the property passes over to the producer. If the writer does not agree with the proposed changes, he can withdraw the script. Heretofore, producers were free to demand changes in the script without prior consultation with the writer. The union sought the change because of an increasing number of complaints from writers that their scripts were being distorted by production personnel.

In the staff continuity contract with the three networks, senior writers were given wage increases from $171 to $183.

Welpott Joins NBC Spot Sales Division

Raymond W. Welpott, former vice-president of WKY Television System, Inc., and Manager of WKY and WKY-TV, Oklahoma City, will join the National Broadcasting Company's Owned Stations and Spot Sales Division in June in a general executive capacity, it was announced by P. A. Sugg, vice-president in charge.

An executive with more than 20 years of experience in broadcasting, Welpott joined WKY last June 3, after serving as manager of WRCB, the General Electric station in Schenectady, N. Y.

Danny Thomas Buys KGEE, Bakersfield

TV star Danny Thomas has purchased Bakersfield, Calif., radio station KGEE, a 250 watt, 24-hour independent outlet, for a reported sum in excess of $175,000. Under terms of the sale, Thomas' Marterto Productions, Inc., acquires 90 per cent of the stock, with 10 per cent going to Eli Parker, president of Seer, Inc., and Thomas' business manager.

Who's Where

Mel Dellar, formerly with Warner Bros. where he produced and directed commercials, has been appointed executive producer for MPO Television Films, Inc., at the Republic Studios in Hollywood.

□

Richard Joseph Butterfield has been named vice-president in charge of sales for KMSP-TV, the National Telefilm Associates television station in the Twin Cities of Minneapolis-St. Paul. Butterfield began his broadcasting career in 1947 with the Columbia Broadcasting System in New York. During the past year he was station manager for KCRG-TV in Cedar Rapids, Ia.

□

Fred Segal has been named to the post of director of arts and advertising for WNTA-TV (Channel 13), WNTA and WNTA-FM, Gerald O. Kaye, president and general manager of WNTA-TV, announced. Segal joined National Telefilm Associates in 1957 as head of the company's art department. Prior to that he was with the DuMont Broadcasting Corporation for a two-year period as art director.

Five Sales Executives Added to MCA-TV Staff

MCA-TV Film Syndication has added five sales executives to its staff in various locations, it is announced by David V. Sutton, vice-president in charge of the division.

John R. Overall moves from NBC's Network TV Sales department to MCA's New York Syndication sales staff. Overall was department sales manager for CBS Radio, and before that, he had been associated with the Mutual Broadcasting System for 18 years, holding down the post of Eastern sales manager.

John Spires joins the company's European sales staff from Universal-International Pictures, where he was general manager for Europe, the Near East and North Africa for three years. He is expected to be based in Paris for his new assignment.

Other new additions to MCA TV's Film Syndication Division are Dan Dempsey, assigned to the Northwest area out of Seattle; Boyd Mullins, from KRON to the San Francisco office; and Jack Robertson, who will be based in St. Louis.

Boxing Bouts Renewed

The Gillette Safety Razor Company has renewed its sponsorship of the Friday night "Gillette Cavalcade of Sports" telecasts of boxing bouts on the NBC-TV Network for 52 weeks, effective July 4. The programs are presented from 10 P.M. (NYT) to the conclusion of the bouts.

THE SHOCK-AND-SURPRISE SENSATION-SHOW

THAT WILL SCARE THE WITS OUT OF YOU!

SOON

The Big Showmanship Attraction Of The Year!

the time to save: JULY
the place to call: 20th
the thing to watch: **the fly** YOU'VE NEVER SEEN ANYTHING LIKE IT!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 99 | NEW YORK, U.S.A., WEDNESDAY, MAY 21, 1958 | TEN CENTS

Annual Meeting

AB-PT First Half Earnings Continue Good

Theatre Results Improve, Goldenson Tells 'Holders

With American Broadcasting-Paramount Theatres' operations for the second quarter to date running ahead of last year in both the theatre and ABC broadcasting divisions, the company expects to show some improvement for the six months ending June 28, Leonard Goldenson, president, told the annual meeting of company stockholders at the Hotel Astor here yesterday.

Leonard Goldenson

Results for the first quarter, previously announced, were $1,958,000

(*Continued on page 5*)

Hiatus in AB-PT Film Production

American Broadcasting-Paramount Theatres has no plans for further film production "until the proper script comes along," Leonard Goldenson, president, told the company's annual meeting of stockholders here yesterday.

Replying to a stockholders' question concerning the status of the company's film production activities, Goldenson reported that four pictures had been completed and "We won't lose anything on those."

"Actually," Goldenson said, "we

(*Continued on page 5*)

Television Today Page 6

Plan to Secure TV Clearance in Contracts Heads Allied Agenda

Special to THE DAILY

WASHINGTON, May 20—The board of directors of Allied States Association at their spring meeting in Baltimore May 27 will consider a plan to demand that extensive clearance over television be incorporated in rental contracts. Abram F. Myers, general counsel, in a bulletin issued by Allied headquarters today said some Allied leaders deemed it hopeless to seek further pledges of no more sales to television from company heads and that definite clearance arrangements should now be sought.

The length of such clearance, Myers

(*Continued on page 6*)

Oscar Morgan Leaving Paramount on May 31

Oscar A. Morgan, veteran Paramount Pictures sales executive, will retire from the company at the end of May. He has had 44 years of service in a number of sales management posts.

Oscar Morgan

Morgan joined Paramount in 1914 as manager of its first theatre, the Paramount, in Newark, N. J. Since then he has held positions as branch, district and division manager in many parts of the country, as well as home office executive posts. He was formerly short subjects and newsreel sales manager for many years.

A testimonial dinner for the retiring executive is planned on June 3

(*Continued on page 5*)

Ad-Pub Unit Reaffirms Position on Reviews

The MPAA advertising and publicity directors committee has reaffirmed its position that members of the Association will do all in their power to set dates for trade reviews

(*Continued on page 5*)

No Further Exchange Closings, Warners Says

No further closings of exchanges in the U.S. are contemplated by Warner Brothers, a spokesman for the company declared yesterday. In recent months five exchanges in smaller centers have been closed, including

(*Continued on page 4*)

REVIEW:

The Old Man and The Sea

Hayward—Warner Bros.

THERE HAS NOT been so daring an experiment in the making of motion pictures for years as that which producer Leland Hayward undertook in bringing Ernest Hemingway's "The Old Man and the Sea" to the screen.

As a novelette, the world-famed storyteller's work was widely acclaimed by leading critics and won both the Pultizer and Nobel Prizes when it appeared a few years back. It was also a runaway best seller with the number of its readers greatly increased through publication of the full text in "Life" and translations of the book into 42 different languages. Everyone who read it, however, must have been slightly bewildered to hear it was going to be made into a film.

For the plot is slight and restricted and devoid of the elements that ordinarily go into motion pictures. All that happens is that an old fisherman, who lives in a Cuban village isolated from his fellows except for

(*Continued on page 4*)

'Changing for Better'

Skouras Sees Many Signs of Business Gain

Says Fox '58 Earnings Will Be Up to Last Year

By JAMES M. JERAULD

Earnings of 20th Century-Fox for 1958 will be comparable with last year and there are many signs of a general pickup in business, Spyros P. Skouras, president, told the stockholders at a harmonious annual meeting at the home office yesterday.

Spyros P. Skouras

Net earnings for the first quarter of this year were $2,147,711, or 84 cents a share. The net for the first quarter last year was $2,564,686, or 82 cents per share

(*Continued on page 4*)

Ga., Ala. Exhibitors Hear Radio Promotional Plan

Special to THE DAILY

ATLANTA, May 20.—Samples of the types of recordings planned for use in the radio phase of the industry's business-building campaign were played here today by Maurice Bergman, co-administrator of the campaign, at the joint convention of the Theatre Owners of Georgia and Ala-

(*Continued on page 6*)

Senate Group Favors Small-Business Loans

From THE DAILY Bureau

WASHINGTON, May 20.—A Senate banking subcommittee today approved a bill for government help in providing long-term loans and equity capital for small business. The measure would set up a new division in the Small Business Administration

(*Continued on page 5*)

PERSONAL MENTION

JAMES A. MULVEY, president of Samuel Goldwyn Productions, will leave New York June 1 by plane on a trip which will cover most of the European countries.

•

Herman M. Levy, general counsel for Theatre Owners of America, has left London for Paris.

•

William J. Heineman, United Artists vice-president, who returned to New York from Rome on Monday, left here for the Coast last night.

•

James H. Nicholson and **Samuel Z. Arkoff**, executives of American International Pictures, returned to Hollywood yesterday from Europe.

•

Roy M. Brewer, Allied Artists manager of branch operations, has left here for Dallas, Oklahoma City and Jacksonville.

•

James Carreras, managing director of Hammer Film Productions, and **Anthony Hinds** and **Peter Cushing**, producers, will return to New York on Monday from London.

•

Phil Isaacs, Paramount assistant Eastern sales manager, will return to New York today from Pittsburgh.

•

Alfred Hitchcock will arrive in New York tomorrow from Hollywood.

•

Charles O. Terwilliger, Jr., motion picture advertising manager of Macfadden Publications, left New York yesterday for Atlanta.

Buena Vista Sales Meetings This Week

From THE DAILY Bureau

HOLLYWOOD, May 20.—Buena Vista executives will set plans for handling the company's five summer releases, all of which are in Technicolor, at a series of meetings here this week. In from New York for the conferences are Leo F. Samuels, president; Irving H. Ludwig, domestic sales manager; and Ned Clarke, foreign sales manager.

'Time' to Hall May 29

Warner Bros.' "No Time for Sergeants" will have its world premiere on Thursday, May 29, at Radio City Music Hall. The Tuskegee Choir of Tuskegee Institute, Alabama, has been engaged to appear as part of the stage attraction.

J. Louis Geller, Pioneer Exhibitor, Dead at 65

J. Louis Geller, pioneer New York City exhibitor, died yesterday at Flower-Fifth Avenue Hospital after a short illness. He was 65 years old.

Born in New York, Geller opened the 86th Street Garden Theatre in 1917 and subsequently became associated in many theatres and real estate ventures, many of them in recent years with Charles O'Reilly of the ABC Vending Corp. He owned and operated the Palace Theatre in Jersey City and for many years was active in the New York Film Board of Trade.

He was a director of Consolidated Theatres of Canada and of the Royal State Bank, a member of the Grand Jurors Association of Brooklyn, Pacific Lodge, F. & A.M., and the Motion Picture Pioneers.

Funeral services will be held tomorrow at 1:30 P.M. at the Boulevard Kasdon Chapel, Brooklyn.

N.O. WOMPI Holds Bosses' Luncheon

Special to THE DAILY

NEW ORLEANS, May 20. — The local chapter of the Women of the Motion Picture Industry honored their bosses at a luncheon today in the Charcoal Room of the Jung Hotel. In charge of arrangements were Mrs. Gene Barnett, Mrs. Della Favre, Mrs. Catherine Bonneval, Mrs. Connie Aufdemorte, Mrs. Mamie Dureau, Miss Amanda Gaudet, and Miss Mary Kelly.

On arrival of the bosses, the hostesses presented them with a convention-type badge labeled, "I'm the Boss." Placecards for WOMPI's were labeled "Slaves."

'Night With Sinatra' To Aid Cedars Hospital

From THE DAILY Bureau

HOLLYWOOD, May 20. — "A Night With Sinatra," combining a film premiere with a concert benefit, has been set by Cedars of Lebanon Hospital for the benefit of its free bed program.

The "night" will be held Wednesday, July 2. First will be the premiere at the Fox-Beverly Theatre of the Frank Ross production, "Kings Go Forth," which stars Sinatra, Tony Curtis and Natalie Wood.

MGA Hearing June 12

HOLLYWOOD, May 20.—The National Labor Relations Board hearing on the petition of the newly-formed Musicians Guild of America for bargaining rights for studio musicians away from AFM, originally set for today, has been postponed to June 12.

WGA Plans to Market Own Teleplays Series

From THE DAILY Bureau

HOLLYWOOD, May 20.—The Writers Guild of America is preparing to launch its own half-hour filmed anthology series, it was disclosed in a mailed notice received by its members today.

Sanctioned by the national council at a recent meeting, the combined effort of the East and West divisions of WGA is being made to invite all television and screenwriter members to submit completed teleplays within 90 days.

The guild has established minimum price of $2,500 for any of the teleplays purchased, reportedly more than twice the average amount now being paid for scripts. The guild will option 13 teleplays, for $250 each, which will be selected by a point system after screening by various committees, with key numbers used to withhold identity of authors. WGA will retain artistic control of the properties.

The guild views the opportunity of opening a new market, financial benefit to members, establishing a better price for scripts, and the maintenance of its new building here through the show's income.

Seven Theatres Enroll As Members of TOA

Enrollment of seven additional theatres as members of the Theatre Owners of America was announced yesterday by the exhibitors' organization headquarters here.

The new members and theatres are: Erick Petersen, Motor View Drive-In of Salt Lake City; Glen Yergensen, Cedar Theatre and Hyland Drive-In, both of Cedar City, Utah; Dover Hunt, Scera Theatre of Orem, Utah; Tom Smiley of Wolfberg Theatres for the Paramount of Denver.

In addition Sam L. Gillettte, president of the Mountain States Theatres Association, a TOA affiliate, brought his Ritz and Motor Vu Drive-In of Tooele, Utah, in as members.

Pass Copyright Bill

WASHINGTON, May 20. — The House has passed a bill to give private copyright holders the right to sue the Federal Government for copyright infringement. At present, the owner of a copyright has no recourse when the government infringes his copyright. Under the bill, which goes to the Senate, suit could be brought within three years in the court of claims.

Set Variety Telethon

PITTSBURGH, May 20. — Tent Number One, Variety Club, will sponsor its annual telethon on June 21 and 22. The annual Variety Club golf tournament will also be held on July 8 at the Highland Country Club.

'Macabre' Producer Sues Over UA 'Dracula' Ads

William Castle, producer of th Allied Artists release "Macabre," ha been offering, through Allied Artist a $1,000 insurance policy again death by fright to every patron of th picture. Yesterday Castle filed su against United Artists for unfair com petition.

UA, distributing "The Return Dracula," in ads for the Los Angel engagement of its picture claimed was so terrifying that 12 insuranc companies had refused to issue pol cies. Castle, seeking a cease and d sist order, said, "our industry woul be much better off if we all though up new exploitation ideas rather tha rely on the other fellow to do all th work."

'Adam and Eve' Gross To Top $17,000 in S.F

Special to THE DAILY

SAN FRANCISCO, May 20. Gross for "Adam and Eve" at th RKO Golden Gate will top $17,00 for the current one-week engagemen according to information disclose yesterday.

The film version of the Bible stor adapted from the Book of Genesi was filmed in Eastmancolor in Mex co, and prepared for marketing i English speaking countries by mear of a narration.

The box office results here compar favorably with the recently reporte $140,000 gross earned in a multipl playoff in 21 theatres in Los Angele last week.

18 New Bookings Set For 'South Pacific'

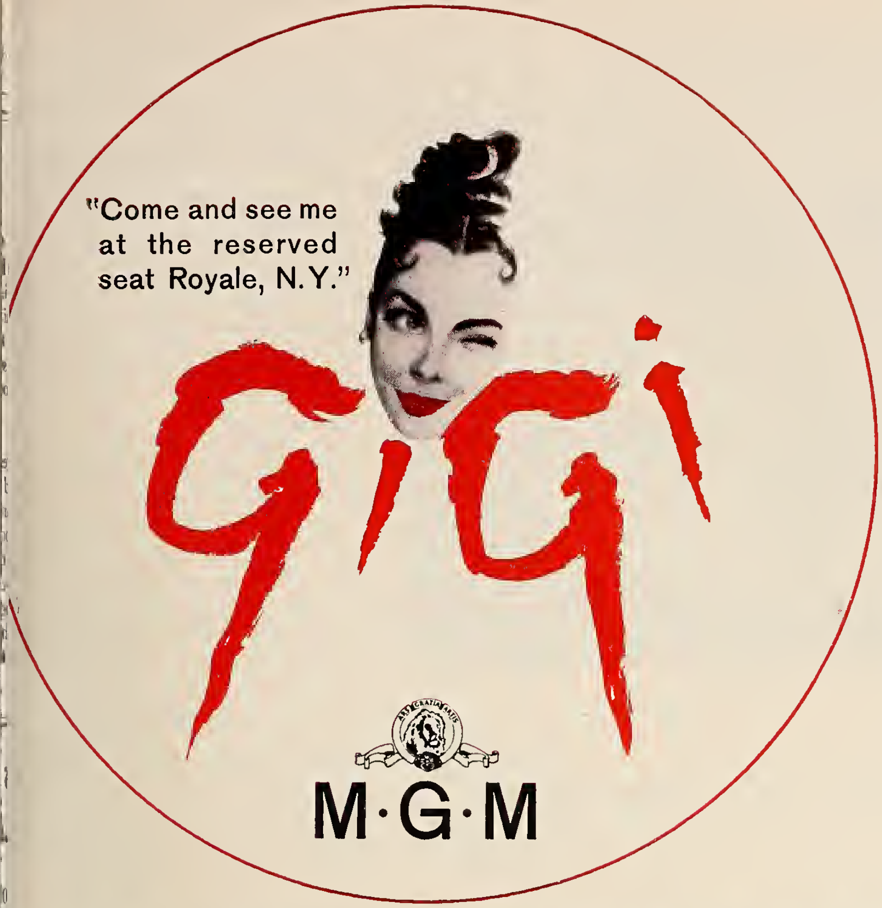
"South Pacific" in Todd-AO ha been booked in an additional 16 thea tres in the U.S. and two in Canad which will bring the film's engage ments to a total of 37, Marti Sweeny, Jr., in charge of distribu tion for Magna, has announced.

The additional cities are Buffal Hollywood, Atlantic City, Portlan Ore., Seattle, Minneapolis, Milwau kee, Tulsa, Corpus Christi, Housto Little Rock, Syracuse, Vancouve British Columbia; San Diego, To ronto, Atlanta, Jacksonville, and Okla homa City.

'S.P.' $2,037,000

The 18 theatres currently playin "South Pacific" in Todd-AO hav grossed a total of $2,037,000 to dat it was announced yesterday by A. Bollengier, vice-president and trea urer of Magna, distributors of th film.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincer Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wasl ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10



TAKES BROADWAY BY STORM!

SHOW BIZ HISTORY IS MADE! ADVANCE SALE SETS NEW RECORD!

M-G-M Presents
AN ARTHUR FREED PRODUCTION Starring
LESLIE CARON · MAURICE CHEVALIER · LOUIS JOURDAN
HERMIONE GINGOLD · EVA GABOR · JACQUES BERGERAC · ISABEL JEANS
Screen Play and Lyrics by ALAN JAY LERNER · Music by FREDERICK LOEWE · Based on the Novel by COLETTE
Costumes Scenery & Production Design by CECIL BEATON · In CinemaScope And METROCOLOR · Directed by VINCENTE MINNELLI

REVIEWS ECHO THROUGHOUT AMERICA!

N. Y. TIMES

"The 'Fair Lady' of filmdom."

DAILY NEWS

★★★★ "Highest rating."

N. Y. POST

"A hit. Will run a long, long time."

HERALD TRIBUNE

"Will probably run 3 years."

JOURNAL-AMERICAN

"Top flight entertainment."

WORLD-TELEGRAM

"Delectable, irresistible."

TIME MAGAZINE

"Feast for eyes and ears."

M·G·M
BACK ON
TOP IN
'58!

Skouras Sees

(*Continued from page* 1)

on 2,644,486 shares outstanding at that time. Since then the number of shares in the hands of the public has been reduced to 2,564,686 shares as a result of purchases, among which were 284,300 shares acquired in April, for $8,805,480. The company bought 191,000 shares from Howard Hughes April 24 for $26.50 per share.

Unafraid of Competition

In a review of the company's activities and plans, Skouras said that the company would make pictures for every type of theatre and would meet "every type of competition." The reference was to television.

General conditions have been responsible for the decline of the last six years, he said. He expressed the opinion that general conditions are now changing for the better.

Ten directors were reelected. They were: L. Sherman Adams, Colby M. Chester, Robert L. Clarkson, Daniel O. Hastings, Robert Lehman, Kevin C. McCann, William C. Michel, B. Earl Puckett, Spyros P. Skouras and Gen. James A. Van Fleet.

A cordial atmosphere prevailed throughout the session. Lewis Gilbert had many questions, and received specific answers from various officers of the company without hestitation.

Earnings-Rate High

When Skouras predicted that this year's earnings would be comparable to last year, there was a pleased murmur, because the 1957 net of $6,511,218 was $312,700 above the previous year and the rate per share was $2.49 per share. With the total of stock outstanding in the hands of the public reduced by 284,300 shares since that time the earnings rate has been further improved.

Skouras said there would be further purchases of stock.

In reviewing the foreign theatre holdings of the company Skouras paused to introduce Julius Schlesinger of South Africa. The extension of the company holdings has worked out well in South Africa, Skouras said. He added it was important for the company, which now has theatres in India and Egypt, to have showcases in important cities abroad for exploitation purposes.

Questioned Regarding Hughes

Lewis Gilbert inquired about the purchase of the Hughes holdings. Skouras explained the deal and said no other large group holdings were to be purchased. A broker interrupted to point out that even though the company borrowed money to make the purchase the decrease in dividend requirements gave the company a profit of approximately $400,000.

Many questions were asked about the Century City development announced some months ago for the unused portion of the studio property. Skouras said the project was still under study with no definite commitments made.

While this discussion was on questions were asked about the oil drilling on the property. Several suits are pending in Texas in this connection. Men who had small shares in the oil rights before the company acquired the property are demanding percentages of the oil revenue. Twentieth-Fox is resisting these. These deals date back to the old Fox Film Corp. The drilling was first discussed in 1924, again in 1936 and later in 1946.

Spencer Tracy and Felipe Pazos in "The Old Man and the Sea."

The Old Man and The Sea

(CONTINUED FROM PAGE 1)

the companionship of a young boy he has taught to fish, goes out in his small skiff alone one day and hooks a huge marlin. The fish puts up a terrific battle for three days before it gives in. The old man's victory is hollow, however, for before he can bring his catch back to port it is eaten away by sharks. The old man returns home with only the skeleton of the marlin, and the story concludes.

Except for a few brief scenes at the beginning and end when the close relationship of the old man and the boy is developed, the entire action takes place in the skiff, where the fisherman is alone with the elements and his thoughts. He muses about his past life, about the nobility of his adversary in its struggle to survive, and about his own victory and subsequent defeat. He is a proud and thoughtful old man in the last years of his life.

How to put such material on the screen was the gigantic problem faced by Hayward, his script-writer Peter Viertel, and director John Sturges. Their method was a bold one: Tell the story exactly as it was in the book. Over the sound track Hemingway's words—just as they were written—are narrated by Spencer Tracy, who also plays the old man. The film images serve as a photographic illustration of what he reads. Scenes with the boy—at the start and finish—are played in the usual objective fashion. But most of the picture is an illustrated dramatic reading of the novelette.

Does it work? This reviewer believes it does—and with brilliance. Bare though the plot be, Hemingway's story actually has both substance and suspense. The audience is in there pulling with the old man in his struggle with the fish, and the battles with the sharks are extremely exciting to watch. And there is a different kind of thrill in the beautiful photography (by the celebrated James Wong Howe)—especially the shots of the lonely figure of the old man against the ever-changing colors of the sky and sea. WarnerColor enhances these scenes.

But even beyond this, the picture offers its finest reward in the performance of Tracy. His acting exists on two levels; one is his reading of Hemingway's work, which is eloquent and inspired. The other is his revelation of the character of the old man. Pride, agony, humility and dignity are all unforgettably shown. And the role of the young boy is wonderfully played by Felipe Pazos.

"The Old Man and the Sea" is a picture which will present problems in selling to the mass audience. They may be overcome to a large degree, however, by aggressive showmen who concentrate on the Tracy and Hemingway names.

Running time, 86 minutes. General classification. Release, in August.

RICHARD GERTNER

Theatre Admissions Topic at Fox Meet

Lewis Gilbert, speaking for anoth stockholder, asked Spyros P. Skour at the annual meeting of 20th Ce tury-Fox yesterday why theatre a missions were so high, and express the opinion that these should be r turned to 50 cents.

Skouras smiled.

"You like me, don't you?"

Gilbert agreed that he did.

"Well, don't ask me to send mys to jail."

He pointed to Sol Schwartz, wh was sitting in the fourth row of sea and said: "Ask him."

No Complaints, Says Schwartz

Schwartz, head of RKO Theatr remarked quickly, "You should a me that at an RKO meeting. All can say here is that I don't think a missions are out of line. As you kno distributors can't dictate theat prices. We don't hear any complair about the current sales, and the b pictures certainly do big business."

Gilbert seemed satisfied with t replies.

Officers Reelected by 20th-Fox Board

Following the reelection of ten c rectors at the annual meeting of 20 Century-Fox's stockholders yesterda the board met and reelected offic for the coming year.

They are: Spyros P. Skouras, pre dent; William C. Michel, executi vice-president; Murray Silversto vice-president; Joseph H. Moskowi vice-president; S. Charles Einfel vice-president in charge of advert ing, publicity and exploitation; Do ald A. Henderson, treasurer and se retary; C. Elwood McCartney, co troller and assistant treasurer; J. Codd, assistant treasurer; Francis Kelly, assistant treasurer; Frank Ferguson, assistant secretary; J. H old Lang, assistant secretary; N man B. Steinberg, assistant secretar William Warner, assistant secreta and Morris L. Breggin, assistant co troller.

Dividend Declared

The board declared a quarte dividend of 40 cents per share pa able June 28 to holders of record the close of business June 13, 1958.

Warner Exchanges

(*Continued from page* 1)

New Haven, which will end its o erations this month. These have been in areas where operations cou readily be handled from neighbori exchanges.

As announced yesterday Natio Film Carriers will take over physi handling of film for the company its 27 remaining exchanges starti June 1, but sales and booking fac ties will be retained.

B-PT Blind-Checks 's Own Theatres

AB-PT does its own blind-checking its theatres, the company's stock- olders were told yesterday.

Asked if precautions against dis- onesty among employes having ac- ss to cash are taken, Leonard Gold- ison said "couples known only to e financial vice-president are con- antly traveling about the country, siting our theatres on the lookout r irregularities." If any are found, said, they are reported to the iancial officer and Goldenson would e only a copy of the report.

B-PT Report

(*Continued from page* 1)

ter all charges, compared with $1,- 79,000 for the corresponding 1957 iarter.

The meeting, which was well at- nded, was uneventful, with stock- olders' questions running to routine bjects and remaining free of criti- sm or indication of dissatisfaction.

The meeting approved a proposal ducing the number of directors from to 14, and reelected the following rectors: Earl E. Anderson, A. H. ank, John A. Coleman, E. Chester ersten, Leonard H. Goldenson, Rob- t H. Hinckley, Robert L. Huffines, ., Sidney M. Markley, Walter P. arshall, H. Hugh McConnell, Ed- ard J. Noble, James G. Riddell, mon B. Siegel and Robert B. Wilby.

The directors met subsequently and elected all AB-PT officers.

Stockholders also approved a res- ution, proposed by management, tifying the selection of independent iditors. There were 3,635,355 shares presented at the meeting, or 87.6 r cent of the total outstanding, of hich more than 3,316,000 were voted favor of the proposals.

Goldenson told the meeting that B-PT's theatres experienced a ealthy upturn in business after the st of the year, following a depressed eriod last fall, and the 1958 results date "are close to those for the mparable period of 1957. He at- ibuted the recent improvement to he number of quality pictures that e available."

Goldenson reported that AB-PT is continuing its policy of eliminating all but its best theatres and has pruned the total down to 526 houses to date, contrasted with the 651 theatres which its Federal consent decree authorized it to retain.

Goldenson said AB-PT's television operations are continuing to gain.

Asked by a stockholder about the advisability of maintaining cash reserves in excess of $30,000,000, Goldenson said the expansion program covering New York, Los Angeles, Detroit and other localities, together with the desirability of maintaining a flexible position to permit the company to move in any direction as conditions warrant, made the large amount of cash on hand highly advantageous to the company.

Such cash, too, he pointed out to a stockholder who wanted to know what AB-PT is doing about color television, will finance entry into that operation as soon as advisable.

Goldenson told the stockholders that ABC radio has not been profitable and that streamlining is under way to reduce costs. Am-Par Records, on the other hand, is making fine progress, he said.

ree Parking Policy iterests Stockholders

AB-PT stockholders by questions id comments indicated lively in- rest at the annual meeting yesterday the free parking policy recently augurated by the Paramount Thea- e in Times Square.

Leonard Goldenson said 200 to 300 istomers use the facility on week- iys and more on weekends. He an- vered one stockholder negatively ho wanted to know if the policy ould be extended to the Brooklyn iramount.

REVIEW:

King Creole

Wallis—Paramount—VistaVision

ELVIS PRESLEY IS called upon to act more than he is to sing in "King Creole," which is roughly 80 per cent melodrama to 20 per cent musical. There are ten songs, according to the credit sheet, and these are spaced at intervals throughout the picture and range from frenzied rock 'n' roll numbers to subdued love ballads for contrast.

The source of the plot is the Harold Robbins novel, "A Stone for Danny Fisher," which told of the trials and tribulations of a boy from the slums on New York's East Side. Producer Hal Wallis had the locale changed to New Orleans, and some location photography—in sharp black-and-white VistaVision—gives the film an exotic background. Indeed the sights and sounds of the French Quarter both by day and night are one of this picture's strongest assets.

As for the story which has been devised from Robbins' book, while not the most original of melodramas, it is lively and eventful most of the way. Danny Fisher has become an ambitious lad from the French Quarter who wants to quit school and start earning money as a night club entertainer against the wishes of his widower father. The son goes his own way; gets involved with racketeers and hoodlums; falls in love with both a "good" girl and a "bad" girl; and eventually convinces his dad there's nothing wrong with singing in a dive on Bourbon Street.

In portraying the rebellious and troubled Danny, Presley gives a performance that hardly offers a challenge to Marlon Brando, but he has come a long way from "Love Me Tender." And the loyal fans who prefer his voice to his emoting will find him up to par in that respect. Wallis has wisely surrounded him with some exceptional acting talent. There is Carolyn Jones, for instance, who makes the "bad" girl a much more substantial and sympathetic character than the usual racketeer's moll found in gangster pictures. Walter Matthau is also good as the villain who holds her in bondage, and Vic Morrow plays a petty hoodlum with a sinister air. Dolores Hart is appealing as the "good" girl, and Dean Jagger turns in his customarily competent job as the father.

List also among the picture's strong points the vigorous direction of Michael Curtiz, an old veteran at this sort of thing, and some snappy dialogue in the script of Herbert Baker and Michael V. Gazzo.

Incidentally, "King Creole" is Presley's last picture before entering the Army, where he is due to remain for two years. Many of his fans will probably want to see it more than once.

Running time, 116 minutes. General classification. Release, in July.

R. G.

Oscar Morgan

(*Continued from page* 1)

with Hugh Owen, vice-president of Paramount Film Distributing Corp., as chairman of arrangements.

In accepting the resignation yesterday, George Weltner, Paramount vice-president in charge of world sales, said "Morgan's sage advice, based on many long years of executive sales work in many areas of distribution operations, will be sorely missed."

Ad-Publicity Unit

(*Continued from page* 1)

of their pictures as far in advance "as is humanly possible."

The matter of trade reviews, a growing problem for both distributors and trade publications, was discussed at length at yesterday's meeting of the committee. At the close of the meeting Paul Lazarus, chairman of the committee, wrote to the AMPP committee of studio ad directors for further information on the situation there.

Can't Consider Salary Reductions: Goldenson

"Has any consideration been given by management to the subject of salary reductions?" an AB-PT stockholder asked Leonard Goldenson at the annual meeting yesterday. It was the nearest to being a pointed question put to the company president during the placid one hour question-and-answer phase of the meeting.

Goldenson replied in the negative, pointing out that the company is in a highly competitive field in which there is a brisk demand for the limited number of experienced executives. "We lost several good men during the past year," he remarked.

Hiatus in AB-PT

(*Continued from page* 1)

accomplished what we set out to do. As a result of our film production, several companies increased their production of the type of film we made. That was our aim."

Asked about AB-PT entry into the drive-in theatre field, Goldenson said the company now has approximately 22. "We feel the field is over-expanded," he said, "We hesitate to go in for more drive-ins unless an exceptional opportunity presents itself."

Senate Group Favors

(*Continued from page* 1)

under a special deputy appointed by the President. The new division would have $250,000,000 to loan to state and local development corporations and to special private small business investment associations, which would in turn provide the long-term loan and equity capital for individual small companies.

The measure was a compromise between an Administration plan to give the added authority to SBA as now constituted and a Democratic plan for the establishing of an entirely new government agency to carry out the program.

The Monarch
The only flight with all de Luxe seats
Every night, overnight
New York to London
Reservations through your Travel Agent or
BRITISH OVERSEAS AIRWAYS CORPORATION
Boston, Chicago, Dallas, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco, Washington.

Television Today

Akerberg Retires as Vice-President of CBS

The retirement of Herbert V. Akerberg, CBS Television Network vice-president, affiliate relations, was announced by Louis G. Cowan, president of the network. Akerberg's retirement, the result of ill health, marks the end of nearly 30 years service with CBS.

Akerberg has been in poor health for some time, during which period his duties have been assumed by Edmund C. Bunker, vice-president and director of affiliate relations for the network.

Dimensional Films Sets 12 Features for Year

Special to THE DAILY

HOLLYWOOD, May 20 – Dimensional Films, the company which has a 3-D optical lens for TV use, today announced plans to produce 12 features in that process in the next 12 months, and is preparing to build a camera for use of the process for features, according to William Free, president of the company.

A release deal is in work, with Paramount having the inside track for the new process, which exploits the "no glasses" version of 3-D product for theatres, the announcement said.

One Man's TViews

By Pinky Herman

THE audience at "The Big Payoff" will get an unexpected thrill Friday when the program will be shot as a sequence in Columbia Pictures' film, "Miss Casey Jones," co-starring Doris Day, Jack Lemmon and Ernie Kovacs. Bess Myerson, Bob Paige and producer Walt Framer will portray themselves in the flicker. . . . Prexy Maurice Levy of Eastern Effects will spend a six-week vacation in Europe starting July 2. He'll look over the TV situation in Paris, London & Rome and may conclude a deal for exhibiting special film effects at the Brussels Fair. . . . While vacationing next month in Europe, Lark Gisele Mackenzie may accept a two-week P.A. stint at the London Palladium. She'll also talk a possible deal with producer James Woolf, who wants her to star in a flicker there. . . . Bob Schmid, who recently acquired radio station WESC, Greenville, S. C., has resigned his post as station relations head of NTA to take active charge of his new property. . . . A letter from our unofficial (and without pay) Miami correspondent, Mel Haber, advises us that three former N'Yawkers, Alan Courtney, Art Green and Sam Gyson, are currently dividing that area's listening public via WQAM, WKAT and WAHR, respectively. . . . Carmel Myers quite proud of her protege Paul Hampton a Dartmouth senior, who in less than a year, was signed by Famous Music as a songwriter, pacted to warble on Columbia Records and signed by Harry Room to star in the forthcoming Columbia Pix, "Senior Prom." . . . In addition to the "CBSing Along" series, that net's summer TV sked has added three more live programs for the replacement list. "The Verdict Is Yours," with Jim McKay, reporter-host, will sub for "Climax" in the Thursday 8:30-9:30 P.M. slot, starting July 3; a new Goodson-Todman audience-participation package, "Number Please" will replace "Adorn Playhouse" Tuesdays, 8:30-9:00 P.M. as of July 22 and a new panel quizzer," "Start Talking," an Ed Wolf Production, will take over Ed Murrow's "Person To Person" (10:30-11:30 P.M., Fridays) slot starting June 27. . . .

☆ ☆ ☆

Easily one of the most capable and talented of the younger TV producers is Bill Hobin, who has been tapped to produce-direct the "ABChevvy Showroom" summer series, starring Andy Williams, which will fill in for vacationing Pat Boone, starting July 3 for 13 weeks. . . . After making a guest appearance last week for the United Hospital Volunteers chairmanned by Mrs. David Sarnoff, at the Hotel Astor last week, Johnny Andrews met Maestro Paul Taubman in the NBC Arcade. "Oh Paul I must apologise to you," said Johnny," because at the Astor I opened the show with the "Star-Spangled Banner"—but instead of your version I sang the original." . . . Tunester Buddy Valentine, who cleffed "Bye & Bye Sweetheart," "I'm Cuckoo Over You," "Shadows In The Moonlight" among others, in town from his home in Milwaukee with a briefcase full of new ditties. . . .

REVIEW:

Voice In the Mirror

Universal-International—CinemaScope

HOW ALCOHOLICS, by mutual help, can cure themselves of the devasta
ing drinking habit is the theme of a tensely exciting drama starrin
Richard Egan and Julie London, with Walter Matthau and Arth
O'Connell contributing effective performances that inspire a feeling
pity in the beholder.

The element of suspense is maintained with only occasional breal
by the all-pervading fear that one or more of the principals may su
denly relapse into an alcoholic outbreak. They do—time after time—b
there is a surprise ending where all seem to have attained good healt
and prosperous appearance. Alcoholics Anonymous is not mentioned
any time, but the techniques used by that group seem to be the sam

Egan and Miss London appear as man and wife, with Matthau
the family friend and physician whose faith in the possibility of a lasti
reform seems to have been blasted. Egan discovers in a mission th
prayer can restore some of his will power. From there he proceeds
an association with O'Connell, who has the role of a down-and-o
college professor. Together they begin to make progress on the ro
back. Egan develops a habit of bringing drunks home with him as
drives a truck around painting signs on windows for an advertising c
ganization.

Miss London presents a restrained and effective portrayal of a harass
wife determined to put up with all her husband's idiosyncrasies in t
hope of saving him.

Egan, at all times giving the impression of strength, is effective. O'Do
nell's performance is outstanding. He seems utterly weak, but someh
or other inspires sympathy from scene to scene instead of revulsion.

Gordon Kay, the producer, and Harry Keller, the director, were u
compromisingly realistic in developing the story by Larry Marcus.
times it is depressing, but it definitely holds the interest and should
inspirational for the innumerable families faced with the problems
excessive drinking.

Running time, 102 minutes. Adult classification. Release, in August.

JAMES M. JERAU

Georgia-Alabama

(*Continued from page 1*)

bama at the Hotel Dinkler Plaza. Bergman pointed out that the recordings were "only a fragment" of the vast amount of material which will be produced to cover three months of radio advertising.

The delegates also heard Ernest Stellings, president of Theatre Owners of America, today. He described phases of the business-building program and urged exhibitors to send in their contributions immediately to insure success of the campaign.

The luncheon was hosted by the Nehi Corporation, and J. R. Cooper, sales manager of that company, spoke briefly also.

In the afternoon panels were held on industry problems and upcoming product. The meetings will resume tomorrow morning.

Bergman told the exhibitors that the radio program involves a total of 92,004 announcements on approximately 690 different stations from coast to coast, and in programs featuring such top personalities as Bert Parks, Don McNeill, Walter O'Keefe, Dave Garroway, Mitch Miller and Robert Q. Lewis, among others. This will assure a saturation, Bergman said, "that not only will reach millions of people every day but which will reach them at various times of the day when our message will be most important.

TV Clearance

(*Continued from page 1*)

said, would have to be sufficient
protect theatres which charge adm
sion prices against the unfair co
petition of free television, or, shou
pay television come to pass, a v
cheap form of entertainment. "
cluded in such an arrangement," t
bulletin said, "would be the right
theatres to advertise that the pictu
shown by them will not appear
TV for the amount of time provid
in the clearance agreements."

Myers also reported that All
leaders had been making inquir
about the possibility of an econo
survey by qualified statisticians wi
out industry connections to stu
whether further licensing of theatri
films to television is or is not in
best interests of the film compan
themselves.

The Allied general counsel repor
that most companies appear to
"holding the line on sales of post-1
sales. Lest the Department of Justic
he added, "in its anxiety to take
other swipe at exhibitors smells
conspiracy in this, let it be assu
that the caution being shown spri
from nothing more sinister than
business judgment of the comp
heads, each doing his own thinkin

The bulletin cautioned, howe
that "it is probably a question of h
much stockholder and creditor p
sure they can withstand."

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 83, NO. 100 NEW YORK, U.S.A., THURSDAY, MAY 22, 1958 TEN CENTS

›hnston Says:

.SCAP Bill /ould Hurt ›iversification

onomic Difficulties Film Firms Cited

By J. A. OTTEN

/ASHINGTON, May 21 – Econo- difficulties are forcing many film ıstry firms to diversify into other ls, and they uld not be rred from o a d c asting t because y also own ;ic publish- and record ıs, Motion ure Associa- president A. John- n declared ıy.

Eric Johnston

›hnston testi- before a ıte Commerce Subcommittee in ›sition to a bill backed by ASCAP introduced by Senator Smathers

(*Continued on page* 2)

ttlement of Fabian, ›sen Pact Approved

Special to THE DAILY

/ILMINGTON, Del., May 21.– settlement of an action brought ı Stanley Warner stockholder and cting the employment contracts of H. Fabian and Samuel Rosen, ident and executive vice-presi- of the company, respectively, approved in Chancery Court here y by Vice-chancellor William cel.

n view," he said, "of the absence bjection by counsel for stockhold-

(*Continued on page* 4)

elevision Today Page 6

Fox Leases Western Lot

By SAMUEL D. BERNS

HOLLYWOOD, May 21 – Four Star Films Inc., will take over 20th Century-Fox's Western Avenue lot under a long term lease, which could eventually result in purchase of the property by the company, which is owned by Dick Powell, David Niven and Charles Boyer, it was learned today.

TCF-TV, 20th's subsidiary, now

(*Continued on page* 3)

Litton Industries Set To Purchase Westrex

Preliminary negotiations have been completed for Litton Industries, Inc., to purchase the Westrex Corp., a wholly-owned subsidiary of Western Electric Co., the two companies jointly announced here yesterday. The purchase price was not disclosed.

The two companies are presently

(*Continued on page* 5)

NCTA Members Pledge Strong B-B Drive Aid

Special to THE DAILY

SAN FRANCISCO, May 21. – Hearty endorsement of the industry's business building program and pledges of financial support from the exhibitor members of the Northern California Theatre Association were voiced at today's board of directors

(*Continued on page* 5)

Experiment Ending After Eight Months

Bartlesville Test Of Telemovies Over

Video Independent Circuit Decides Costs, Other Factors Dictate Move

Special to THE DAILY

BARTLESVILLE, Okla., May 21—Video Independent Theatres of Oklahoma City has formally decided to terminate its Telemovies operation here after eight months of experimentation, the first of which was on a free basis.

Indications are that the operation, which was the first and only one of its kind to send current feature films to home television receivers by closed circuit for a fixed monthly fee, will be shut down as of June 1, if all arrangements for doing so can be concluded in time. Otherwise, they might be continued through June before folding up.

Video officials said, despite the decision to call it quits on the Telemovies experiment, subscriptions actually are on the rise. The system was inaugurated last September and a fee of $9.50 per month was inaugurated Oct. 1 with a choice of films on two channels telecast from equipment in-

(*Continued on page* 6)

FPC's 4-Month Profit Up Sharply Over 1957

Special to THE DAILY

TORONTO, May 21—The first four months of 1958 have given Famous Players Canadian Corp. many reasons "for being optimistic about our business," Rube W. Bolstad, vice-president, told a meeting held here today by the circuit's managers and associates.

"In that period for the first time in several years we have on the whole sold more tickets, taken in more dollars and realized greater operating profits than we did in the same period in the immediately preceding year," he said.

In an address to the meeting of the Eastern Division of the company, Bolstad cited names of pictures which "can be released at almost any time

(*Continued on page* 5)

Pinanski Sees Theatre Conditions Impairing Drive for B-B Funds

Special to THE DAILY

BOSTON, May 21—The fact that exhibitor contributions to the industry business-building campaign are lagging does not surprise Samuel Pinanski, head of American Theatres here, and Theatre Owners of America's representative on the COMPO triumvirate.

"It is not only that May and June, traditionally bad theatre months, are poor times in which to seek contributions from exhibition," Pinanski said, "but current circumstances are more discouraging than ever to most exhibitors."

"Drive-ins have been having an especially bad spring because of unfavorable weather over most of the country and a lack of good boxoffice product available to them," Pinanski continued.

"The unusual number of films being roadshown or that for other reasons are unavailable to subsequent runs, have the latter on a starvation diet. There are numerous other problems and there is little or no coordination

(*Continued on page* 5)

Siegel Elected V-P; Snyder to Loew's Bd.

Sol C. Siegel was elected vice-president in charge of production by the board of directors of Loew's Inc., at a meeting here yesterday. Siegel, formerly an independent producer at M-G-M, was named head of the company's studio operations on April 23.

In another action yesterday the board elected John I. Snyder, Jr., as

(*Continued on page* 4)

'Intermission' Prints For Drive-In from Fox

Special to THE DAILY

ATLANTA, May 21–20th Century-Fox will make special prints, featuring intermissions, for all drive-in theatres this summer on productions of longer than ordinary duration, Robert A. Wile, 20th's director of exhibitor relations, told the joint conven-

(*Continued on page* 4)

PERSONAL MENTION

CHARLES BOASBERG, Warner Brothers general sales manager, will leave here Monday for a three-week trip to the Midwest and the Coast.

•

LESTER B. ISAAC, Stanley Warner Cinerama International director of exhibition, will leave New York tomorrow for Buenos Aires.

•

JOHN DAVIS, official of the J. Arthur Rank companies, arrived in New York yesterday and will return to England today, both trips via B.O.A.C.

•

SAM MARX, producer, will return to Hollywood on Saturday from New York.

•

MRS. ARNOLD VAN LEER, Jr., daughter-in-law of the Paramount publicist, has given birth to a son at Newton-Wellesley Hospital, Boston.

•

BRONISLAU KAPER, composer, has arrived in New York from Hollywood.

•

MARTIN S. DAVIS, executive assistant to JERRY PICKMAN, Paramount advertising - publicity vice - president, will return to New York today from New Orleans.

•

FRANK ROSS, producer, and his wife, JOAN CAULFIELD, have left here for Monaco.

Hearings on Extension Of SBA Due Shortly

From THE DAILY Bureau

WASHINGTON, May 21.—A Senate Banking Subcommittee said it would start hearings Friday or early next week on bills to extend the Small Business Administration. Last year, spokesmen for the Theatre Owners of America testified on the SBA extension bill, seeking more liberal lending rules for theatres. The theatre group expects to do so again and will announce its plans later this week, according to a spokesman in New York.

Editing Documentary

A feature length documentary, "Black Brothers," is being prepared by Joseph Steiner of Broadcast Pictures from footage shot in Dutch Guiana. Laboratory work is being done by DeLuxe.

ASCAP Bill Hit by Johnston

(*Continued from page 1*)

(D., Fla.) to require broadcast licensees to sell music publishing or record subsidiaries.

Arguing that "this is an age of diversification in American business," Johnston asked whether it makes "much sense to prohibit diversification in such allied and closely related entertainment fields as music, broadcasting, and film making."

Network Officials Heard

The subcommittee today finished hearing a parade of witnesses opposed to the measure, getting testimony this morning also from officials of Loew's, CBS, Columbia Records, NBC, and RCA Victor Records. The subcommittee will hear rebuttal testimony from ASCAP sometime late next month or in July. The bill will certainly get nowhere this year, both because of the heavy opposition to the measure and the lateness in the session.

Johnston said three MPAA member companies—Loew's, Paramount, and RKO—now are broadcast licensees and also have music publishing and record manufacturing operations. In addition, he declared, 20th Century-Fox, Columbia, Universal, Warner Brothers and United Artists have music publishing or record manufacturing ties and therefore would be barred under the bill from entering broadcasting without divesting themselves of these interests.

Wrong Kind of Cure, He Says

Even if ASCAP charges are true and ASCAP songs are being discriminated against by broadcasters who own non-ASCAP music and record subsidiaries, the Smathers Bill is a drastic way to cure the wrong, Johnston argued. "Instead of using a rifle to bring down their targets, the proponents are firing a 12-gauge shotgun blast which, in its scattering, would wound many, including hapless bystanders," he said.

Johnston said the committee must know "how difficult a period the motion picture business has recently experienced." Because of this, he added, industry companies are constantly seeking "other avenues of operation and additional fields of endeavor." He said he did not know that any film producers and distributors had specific plans to enter broadcasting at this time, but felt that in any event they should not be barred by law from doing this just because they also owned music or record companies.

Tolchin Tells of Loew's Policy

Arthur M. Tolchin, vice-president of the Loew's-owned WMGM Broadcasting Corp., testified that WMGM's music-playing decisions had never in any way been affected by the fact that Loew's also owned record and music publishing firms. "If Loew's had no interest in the station, it would not be run any differently than it is presently run," he asserted.

Loew's president Joseph Vogel is "greatly concerned" about the Smathers Bill, Tolchin said. Like Johnston, he pointed out that the motion picture industry is going through a period of economic hardship, and sources of revenue other than purely motion picture income are very important. Loew's interests in broadcasting, music publishing and record manufacturing are typical of these other sources, he said.

Says Music Is Mostly ASCAP

CBS vice-president Richard S. Salant said year in and year out an "overwhelming proportion" of music played on CBS is ASCAP music. He insisted that the creation and growth of BMI has had many beneficial effects in the music field.

National Magazine Ads Scheduled for 'The Key'

Columbia plans an intensive summer schedule of national magazine advertising for the forthcoming "The Key." Full page ads are set for the July issue of "McCall's" and the July 8 issue of "Look." Others will appear in "This Week" and "Pictorial Magazine," as well as a large group of fan magazines.

Sues RFDA on Contract

Suit for breach of contract has been filed in Queens County Supreme Court by Edward C. Dowden against Rank Film Distributors of America. The complaint charges that Dowden last January was promised but not given the post of exploitation manager for the company. Damages of $29,100 are sought. George Kent Weldon is attorney for Dowden.

House Group Approves Trade Deal Extension

From THE DAILY Bureau

WASHINGTON, May 21.—The House Ways and Means Committee today approved a five-year extension of the Reciprocal Trade Agreements Program.

The program has been backed by many film industry leaders. The bill, approved by an 18 to 7 vote substantially as requested by the Administration, faces a rough battle on the House floor next week. It contains a few minor concessions to protectionist forces in Congress, and these groups claim the concessions are not enough.

Mexican Industry Gets Highest Revenue Yet

Special to THE DAILY

MEXICO CITY, Mex., May 21 - The first four months of 1958 hav brought the Mexican motion pictur industry the highest revenue in it history. Peliculas Nacionales, the lead ing distributor of Mexican picture grossed about 25 million pesos fo that period of time, and the number o theatres exhibiting Mexican picture has reached 40 per cent of the tot number in the Federal District.

One of the Mexican films recentl shown, "Tizoc," by Pedro Infante an Maria Felix, has brought more tha four million pesos to the box-office of Mexico City.

Justice May 'Toughen' Rules Governing A.T.&T

From THE DAILY Bureau

WASHINGTON, May 21. — Th Justice Department said it may t to toughen some of the rules govern ing American Telephone and Tel graph Co.'s business activities.

Assistant attorney general Victor Hansen, in charge of the Anti-Tru Division, indicated the departme was dissatisfied with the way som of the provisions of the 1956 Conse Decree were working out. Specifica ly, he told a House Judiciary Sub committee, the department felt A. and T. might be expanding too mu in non-common-carrier business suc as mobile, radio, wired music, an other activities.

No Decision Yet Made

Accordingly, he said, the depar ment is considering "the possibili of seeking a modification of the d cree," or perhaps even of bringin new action. He made it clear no d cision had been reached up to th present time.

Charity Bow Tonight For 'Ten' at Paramoun

Dr. Wernher Von Braun, wor famous missile expert, and Premier J. Cahill, of New South Wales, w attend the gala charity premiere pe formance of 20th Century-Fox's "Te North Frederick" at the Paramou Theatre here tonight. The charity bo is being held under the auspices the National Conference of Christia and Jews.

The two international figures w join many civic, social and entertai ment world celebrities, includi United States Senator Jacob Javi and Dr. Everett Clinchy, president the NCCJ.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Cbief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stor Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refresbment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year $6 in the Americas and $12 foreign. Single copies, 1

'ox Leases

(Continued from page 1)

cupying the lot, will move all its / film operations to the main West- ood Studio to make room for Four ır's sole occupancy. 20th's 2,000- re Malibu Ranch, plus other main ıdio facilities will be available to ur Star, when needed. Four Star ll move over from its Desilu-Culver ty space by June 15.

Four Stars retains its interest in Hertz Topango Ranch as a loca- n site. Four Star plans to film a nimum of six to eight tele-series xt season.

Facilities for TCF's operation will built at 20th's main lot. Irving her, TCF production head, plans to n ten pilots for next season.

lan 'Country' Drive

HOLLYWOOD, May 21.—The pro- ɔtional campaign for William Wy- 's production of "The Big Coun- " got underway with Gregory Peck sting a cocktail party for the Holly- ood press in MCA's main projection om. The star ran special trailer foot- e and discussed specific plans for global exploitation of this Anthony oduction co-produced by Wyler and ck for United Artists release.

United Artists is finalizing plans actor Chuck Connors, featured in film, to go on a two-week advance ır of 10 key cities on behalf of yler's production.

Twice-Weekly Forums At Stratford Festival

Special to THE DAILY

TORONTO, May 21.—More than a dozen top film personalities will take part in thrice-weekly forums to be held in conjunction with the June 30-July 12 Stratford International Film Festival.

Festival heads Louis Applebaum and John Hayes said these personalities include French director Rene Clair, writer Paddy Chayefsky, "Saturday Review" critic Arthur Knight, Fred Zinnemann, Louis de Rochemont, Arthur Mayer, Indian director Satyatjit Ray, Eastman House curator James Card, Lester Cowan, Thorell Dickinson and Leland Hayward.

Thus far it is not certain whether two Canadian-produced films, "The Dangerous Age" and "Now That April's Here," will be shown.

Among the theatrical features obtained for the festival are "The Vikings," "A Kid from Canada," "Anna of Brooklyn," "Kings Go Forth" and "Intent to Kill," "The Old Man and the Sea," as well as a number of other European films.

Schary Signs Ryan

HOLLYWOOD, May 21 — Robert Ryan has been signed by Dore Schary to co-star in "Lonely Hearts," Schary's first production for United Artists release.

Walter Reade Names 'Managers of Month'

Special to THE DAILY

OAKHURST, N. J., May 21.—Winners of the Walter Reade Theatres' "Managers of the Month" contest for February and March, 1958, were announced here at the circuit's convention at the Reade headquarters.

Depa Victor in February

Taking first prize for the month of February was Bernard Depa, formerly of the Paramount Theatre in Long Branch, and now in charge of the circuit's two drive-in theatres in the Atlantic City area. Second prize winner for February was Michael Dorso, of the Community Theatre, in Kingston, New York. First prize winner for March was John Balmer of the Mayfair Theatre in Asbury Park; and second prize was won by Paul Petersen of the Community Theatre in Morristown.

Wilde Off for Tokyo

HOLLYWOOD, May 21 — Arthur Wilde, general vice-president of C. V. Whitney Pictures, left here by plane today for Tokyo for discussions with Japanese film executives, interested in using his soon-to-be demonstrated Whitney Camera "X" and matching projection system.

The camera is reported capable of shooting 160 degrees of peripheral vision.

PEOPLE

Bert Pirosh, who recently resigned from National Theatres after a long association as chief film buyer, was guest of honor yesterday at a testimonial dinner at the Beverly Hills Hotel, Beverly Hills. His hosts were film row friends and major distribution executives from many parts of the nation.

□

Samuel J. Briskin, Columbia Pictures production executive, has been reelected first vice-president of the Cedars of Lebanon Hospital, Los Angeles. **Steve Broidy**, president of Allied Artists, was reelected a trustee. Other film industry executives serving as trustees are **Armand S. Deutsch** of M-G-M and **Alfred Hart** of Columbia.

□

Philip L. Lowe, of Lowe Merchandising Service, Newton Centre, Mass., and formerly head of Theatre Candy Co., Boston, has been named exhibit chairman for the combined NAC-TOA International Trade Show to be held Oct. 21-25 at the Hotel Americana, Miami Beach.

□

J. R. Wolf has been named assistant to **Rex Hopkins**, manager of Evergreen Theatres' Fox Orpheum and Hollywood in Portland.

Thank You

ALFONSO PULIDO ISLAS

EDWARDO GARDUNO

ALBERTO GOUT

Thank You For

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Bill Horne
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Fabian, Rosen

(*Continued from page* 1)

ers and in view of the rather general and unspecific objections in the letters that have been sent to the register or the court, I will on submission of an order approve the substance of the settlement as submitted to the stockholders and brought on for hearing today."

Two letters, from Fred E. Theime and Sylvan H. Field, and a telegram, from Allan Berne-Allan, were received. Abraham I. Markowitz, New York, attorney for Simon Kamansky, owner of 75 shares of Stanley Warner common stock, said he had no statement to make to the court.

No SEC Intervention

Vice-chancellor Marvel said that the court had informed Mr. Berne-Allan that his telegram suggesting that the court request the Securities and Exchange Commission to intervene was not in accord with the policy of the court and that furthermore there was no time to do so in view of the receipt of the telegram the day before the hearing.

Irving Steinman, plaintiff's attorney, told the court that no stockholders have availed themselves of the opportunity to inspect at the Wilmington law offices of Hastings, Lynch and Taylor the depositions of Stanley Warner and Fabian Enterprises officials, some 350 pages and 50 exhibits, taken over several years.

The fairness and adequacy of the proposed employment agreement, he said, were accepted by the Stanley Warner board on Jan. 29, 1958. He said he believed it "very advantageous to the stockholders and to the corporation," and that it provides for a 27 per cent increase in the time the officers will spend on work for Stanley Warner.

Cites Extension of Pact

Other advantages he mentioned included the extension of the contract to 1961. Stanley Warner's net profit, he said, has increased through motion picture exhibition know-how and a program of diversification. Vice-chancellor Marvel called attention to the agreement's provision for reduced compensation in event of death or permanent incapacitation of Si H. Fabian or Samuel Rosen.

The vice-chancellor further pointed out that the record shows approval by the stockholders of compensation in excess of what is now proposed to be paid.

A $75,000 fee for plaintiff's attorneys and accountants was also approved.

The settlement extends the agreement by which Stanley Warner obtains the services of Fabian and Rosen from Fabian Enterprises to Aug. 26, 1961. The ceiling of $500,000 which S-W could pay Fabian Enterprises for the services of the two in any one year, less fixed compensation of $156,000, can be reduced if S-W has not paid $1.20 in cash dividend on its stock in accordance with a specified formula. The agreement also specifies maximum amounts of time each can devote to Fabian Enterprises.

Fabian and Rosen were present at the one-hour hearing here today, at which they were represented by Charles Schwartz and Herbert Jacoby of the New York law firm of Schwartz & Frohlich.

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FEATURE REVIEWS

Attila

Lux Film—Joseph Levine

Ponti-de Laurentiis, the team which produced "War and Peace" for Paramount, has now made "Attila," a lavish spectacle dealing with the conquering Hun of the Fifth Century, who was known as "the scourge of God." Photographed in Italy with Anthony Quinn and Sophia Loren as its stars, this Lux Production has been generously endowed with all the elements of its genre. Careful attention was given to sets and costuming, and there are actionful battle episodes, a dash of sex and, at the end, a religious motif.

For the American market the picture was acquired by Joseph E. Levine, who is releasing it through his Embassy Pictures. Except for Quinn, most of the actors spoke Italian, and their speech has been dubbed into English in so skillful a manner that it is hardly noticeable. It is not a film for the art theatres but the mass market, where Levine has shrewdly directed it.

For a spectacle "Attila" is unusually short (80 minutes) and lacks the numerous and complex plot strands associated with the school. It sticks closely to one episode in the career of the barbaric Hun—the carrying out of his plans to conquer Rome. This involves, among other things, the murder of his own brother, and a romantic interlude with Miss Loren as the treacherous sister of the Roman emperor who wants to see her brother dethroned. Attila does not ever enter Rome in this film, however, being dissuaded from doing so outside the gates by Pope Leo I.

Action scenes are numerous and include a wrestling match, a boar hunt, the pillaging and burning of Italian towns, and a quick but bloody battle toward the end.

The acting throughout is in the ostentatious style required, as is the direction of Pietro Francisci. Photography was in Technicolor.

Running time, 80 minutes. General classification. Release, current.

R. G.

Robbery Under Arms

Rank Film Dist. of Amer.

This British made western, shot mostly in Australia, is a major effort in size, scope of story, production value and overall technical competence. In all of these departments it is good by established standards for westerns, marred only by a somewhat uneven pacing which slows the action.

Slow or not there is plenty of action. The setting is Australia, just opening up as a cattle country in the mid - nineteenth century. Ronald Lewis and David McCallum, both well cast, are brothers whose father is a minor cattle rustler. They and their father, Laurence Naismith, join forces with Peter Finch, Captain Starlight, a swashbuckler with a scheme to steal a thousand head of cattle.

The scheme comes off but Finch is caught. The boys and their father take to the bush, where Finch joins them again after a jailbreak. The gang now goes in for stage robberies, the boys quit and go to the gold fields, hoping to accumulate a stake to take them to America. McCallum marries and Lewis takes up with fiery Maureen Swanson, who ultimately betrays both brothers. Lewis is killed, as are ultimately both Finch and Naismith but McCallum gives himself up to spare his wife and newborn baby.

There is hard riding, shooting a-plenty, romance in the attractive Miss Swanson and the sweeter Jill Ireland, cattle drives, stagecoach and bank robberies, and throughout some magnificent photography, in Eastmancolor.

The film was produced by Pinewood Studios of the Rank Organisation by Joseph Janni and directed by Jack Lee. Earl St. John was executive producer.

It is big, bold and carefully made, with the added attraction for American audiences, of being in the tradition of the epic western film.

Running time, 83 minutes. General classification. Release, in May.

JAMES D. IVERS

'Hot Spell' Premieres In 3 Cities This Week

The new merchandising policy of American Broadcasting - Paramount Theatres was launched yesterday with the world premiere of Hal Wallis' "Hot Spell" in New Orleans and will be continued with regional premieres of the film to be held today at the Florida Theatre, St. Petersburg, and tomorrow at the Majestic Theatre, Dallas.

Yesterday's premiere in New Orleans was held in a Mardi Gras atmosphere, with the producer and a contingent of film personalities joining in parades, parties and civic ceremonies.

Siegel Electe

(*Continued from page* 1)

a director to replace Samuel Brisk who resigned April 16 after he sign a three-year contract to take char of Columbia Pictures' studio act ities.

Snyder is chairman of the boa and president of U.S. Industries, In and is also a director of the Cc Corp., the American Research and D velopment Corp. and a member the board of trustees of the Nation Urban League.

The board heard reports from executive and financial committe and reviewed programs and plans further financial improvement of t corporation.

Intermission Prints

(*Continued from page* 1)

tion here of the Motion Picture Ov ers of Georgia and Alabama Theat Association.

In order to facilitate drive-in tronage, 20th will inaugurate new policy, on all pictures of type of "Peyton Place," "The You Lions" and "A Farewell to Arm Wile told the exhibitors.

The intermissions will enable dri in theatres to do their normal c cession business, he pointed out, si the probability of playing more t one picture—when there is a 2½ 3-hour film on the bill—is unlikely

The second day of the convent opened with a workshop this morni with Mike Simons as master of ce monies. E. J. (Erv) Plumb, owner the John Ringling Theatres, Barab Wisc., was the morning speaker. T meeting was adjourned at 12:30 luncheon, with Willis Davis of Ge gia Theatres as master of ceremon

The afternoon speaker was A Blue, of the Admiral Drive-in Th tre, Tulsa, Okla. He was followed Walter Gettinger, Howard Thea Baltimore, and Charles O. Terwilli Jr., representing "Photoplay Ma zine."

Thompson Again President

Officers were elected late yes day. J. H. Thompson was named p ident of the Georgia unit for the 1 successive term. Others renamed cluded O. C. Lam, executive v president; E. D. Martin, treasu John Thompson, secretary, and following vice-presidents; Ray mondson, J. S. Tankersley, W. R. E well, Fred Storey, John Stemb Warren Newman, and Harold Spe

The Alabama unit re-elected pr dent Dick Kennedy, and named following vice-presidents; Sam Da James Gaylord, J. A. Jackson Rufus Davis. T. E. Watson named secretary and treasurer.

Theatre Is Closed

DORCHESTER, Mass., May 2 The Codman Square Theatre, ope ed by New England Theatres, closed after the final show last ni The theatre property will be re verted for another type of busin

'Sell More Tickets' is Theme of FPC Meet

Special to THE DAILY

TORONTO, May 21.—"Sell More ickets" was the theme of a three-day eeting here of the Eastern Division Famous Players Canadian Corp. obert Myers, Eastern division manger, acting as chairman, set the keyte for the meeting of managers and sociates, saying:

"There seems to be a new interest the movies as you hear them disissed in subways and other places here crowds gather. It is quite true at the better grosses they (newspars and trade papers) are referring have been made by a selective oup of pictures."

tzgibbons Says 'Sell the Employee'

John J. Fitzgibbons, president of company, advised using "public ations . . . the total effect of the tions of all the people who come in ntact with your theatre, employee patron. Employees are the most portant single channel of communiion with the public a theatre is ving. Hence it is very important to l every single employee."

Other speakers included Jim Nairn, rg Martin, Angus MacCunn, Fred bilcock, Al Hartshorn, Bill Burke, rold Meyers, Norman Barker, Dan ndel, Clare Dodge, Mort Margo-, Jim Cameron, Jules Wolfe, Har- Roberts and Fred Morley.

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itton Industries

(Continued from page 1)

rking out details of the transaction, luding a patent license agreement l continuation of Westrex's curt employee benefit plan. Both se matters are expected to be comted in time for a projected closing e of Aug. 15.

he pending sale of Westrex is in npliance with the provisions of the l judgment of the U.S. District urt of New Jersey, entered on Jan. 1956, in United States versus erican Telephone and Telegraph and Western Electric. The sale is ject to the court's approval.

Has 17 Plants

itton Industries specializes in the nufacture of computers, data cessing, equipment, communicas and navigation apparatus, busi- machines, microwave tubes, and tronic components. It has 17 dotic manufacturing plants with dquarters in Beverly Hills. It also a plant in Amsterdam, Holland.

Vestrex distributes and services oad a line of communications lucts, including teletype, and ipment for the motion picture inry. It is an international market- organization with 35 offices in ign countries. Domestically it ializes in the distribution and icing of sound recording equipt for the motion picture and nograph record industries. West- gross income in 1957 was over 000,000.

Pinanski Sees

(Continued from page 1)

between exhibition and distribution to help solve any of them.

"The result is, the exhibitor is worried about whether he can stay alive and meet his obligations. Actually, in spite of all the recent 'upbeat' talk, business is not good. You get a distorted picture from talking to some large circuit operators who lump the results of a theatre whose business is going down, with theatres whose business is increasing. If you get the figures on individual houses you get an entirely different picture of business conditions as they actually are," Pinanski said.

'I Am Not a Defeatist'

"I am not a defeatist, and I'm not selling this industry short," he continued. "I'm just stating the facts as I see and hear them. Any industry that can do a $40,000,000 weekly business, as ours does, has plenty of life left in it. It's a good business. I believe in it and I believe it will come back. But it's time for the leaders of this industry to be realistic if they want to save it.

"This industry needs a blueprint, a plan for restoring it to an economically sound position. Here in Boston one man is getting all of the new, strong product. All of the other theatres in the city are in bad shape. It is a perfect demonstration that distributors can be persuaded to let a theatre buy only the good pictures and let the rest go. But is that economically sound? Are any of a number of other current practices in this industry economically sound? For example, the forcing of customers to any number of inconveniences in order to see a picture playing in a single downtown theatre, when the trend of successful merchandising in retail stores today is to bring the product to the customer?

Sees Loyalty Disregarded

"Distributors are ignoring theatre accounts today that have been loyal to them for years. Their practices are putting many first runs and all subsequent runs in jeopardy. It is no wonder that the exhibitor is in low spirits today."

Pinanski joined the growing number of industryites currently calling for amendment of the industry's Federal consent decree to permit divorced circuits to engage in production and producers to own and operate theatres, among other things.

"The decree is archaic," he said. "It made the industry so vulnerable television was able to knock us down."

NCTA Pledges Aid

(Continued from page 1)

meeting. Vice-president Roy Cooper said that firm promises to contribute funds were made by all members who had authority to make such pledges for their organizations, while those who would have to communicate with their home offices said every effort would be made to bring about a 100 per cent NCTA participation.

Canadians Make Gains In Tax Reductions

Special to THE DAILY

TORONTO, May 21.—Exhibitors in Canada are continuing to campaign against amusement taxes and seat taxes, with several concrete results.

The Hamilton Theatre Managers Association obtained a 50 per cent reduction in the seat tax when a deputation headed by Don Edwards presented a request. The tax was reduced from 20 cents a seat to 10 cents a seat.

Reduction in Kingston

In St. Catherines, the seat tax was reduced 50 per cent, and in Kingston, the reduction was from 25 cents a seat to a straight tax of $100 per theatre per year. Reductions were obtained in Oshawa, Owen Sound, and Windsor, as well.

In the amusement tax field, both Manitoba and Quebec made changes in their structure.

In Manitoba, the floor on tax exempt tickets was raised from 50 to 60 cents, cutting the tax on tickets up to 75 cents. Tax on tickets priced at 65 cents was reduced from six cents to one cent; on admissions of 70 cents it will drop from six cents to three cents; and on tickets costing 75 cents it will be cut from seven to five cents. There is no change in the over-75 cents rates.

Elimination in Quebec

The surtax of 25 per cent in Quebec was eliminated. The amusement tax collected for the Province of Quebec by the municipalities and shared by them is 10 per cent of the actual admission price, which was a 25 per cent surtax. The surtax amounted to one cent on prices from 41 to 70 cents.

FPC's Profits

(Continued from page 1)

of the year and still produce very satisfactory results for all branches of our business."

He said the company had learned higher admission prices can be obtained for top box-office attractions and very substantially longer runs be secured on these attractions "than we ever did before."

The company's theatres this year have played individual pictures for longer engagements than ever in the history of the company, he pointed out.

Sees Prospects Good

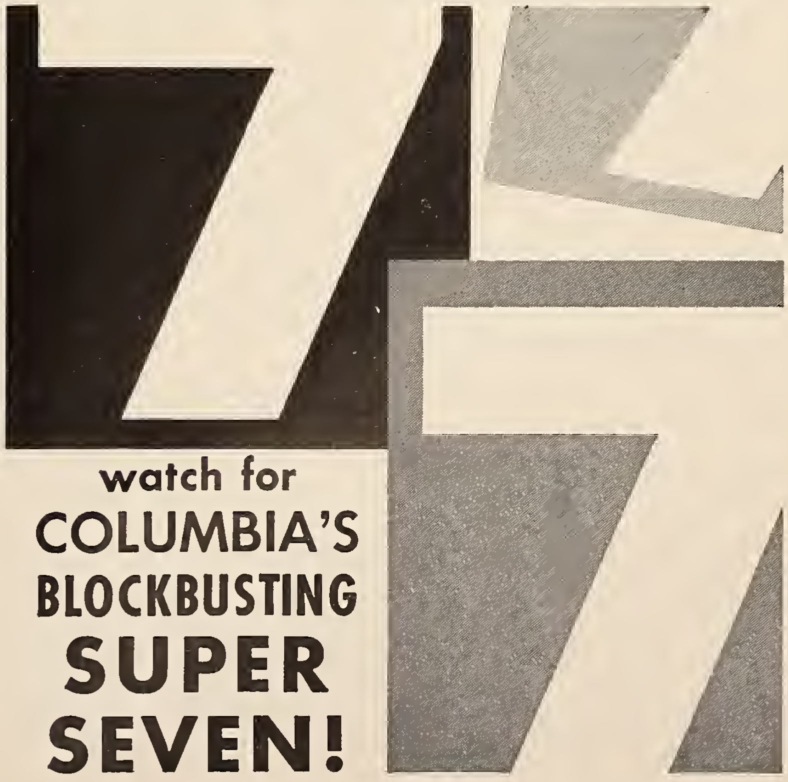
The prospects for the company are good, he said. Although there was no new theatre construction, "there will again be a very substantial motion picture audience available for those theatres that are well-managed, well-equipped and well-maintained."

Turning to the matter of admission taxes, Bolstad said while the industry had worked hard to reduce it, "in the overall the results up until the present time that have been achieved are disappointing."

He said that out of every dollar taken in at the box-office nine cents goes to admission taxes.

Called Vital to Neighborhoods

He didn't see the elimination of the tax as a cure-all, but he believed "it would enable many motion picture theatres particularly neighborhood theatres and theatres in small towns, to continue in operation. Even as a large exhibitor operating very few of these kind of theatres, it is to our interest to see that they are enabled to continue in operation. Every successful theatre adds something to the well-being of the whole of our industry."



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Television Today

ABC Inaugurates New Public Affairs Series

A new series of special, hour-long public affairs reports, of which the "Prologue 1958" and "Report Card 1958" were the forerunners, has been inaugurated by the ABC Television Network.

The next report, "Youth Anonymous," a study of the nation's teenagers and the juvenile delinquency problem, is scheduled for broadcast in the fall.

Daly and Staff Assigned

ABC news chief John Daly and his staff, including Washington bureau chief John Secondari, commentators Edward P. Morgan, Quincy Howe, Don Goddard, Robert Fleming, and others, will be assigned to the new series. All were seen on "Prologue 1958" and "Report Card 1958."

Encourage Investment In Mexican Television

Special to THE DAILY

MEXICO CITY, Mex., May 21.—All kinds of facilities and concessions are being granted by the Ministry of National Economy and the Ministry of Communications and Public Works to private capitals wanting to invest in television, which is enjoying an unprecedented success in this country.

More and more stations are being established, and the programs improve steadily. A new station, operating in Ciudad Madero, Tamaulipas state, is working eight hours daily presenting programs of regional interest through channel seven. It is designated as the XHGO station.

CBS Names Bristol

The appointment of George Bristol as operations director, sales promotion and advertising, CBS Television Network, was announced by Louis G. Cowan, president, CBS Television Network Division. Bristol, who has been director of sales presentations for the CBS Television Network since May, 1955, succeeds John P. Cowden, who earlier this week was named vice-president—sales promotion and advertising of the CBS Television Stations Division.

Stevens Does Script

Leslie Stevens has completed his script for the initial segment of the as yet untitled TV series about a railroad detective which has been slated as one of the two properties to mark the Mirisch Company's entry into television film field. Series is laid in the West of the 1870's and will be produced jointly by the Mirisch Company, Louis F. Edelman, and the National Broadcasting Company.

FCC TV Grant to NTA Hit in House Report

From THE DAILY Bureau

WASHINGTON, May 21. — A House commerce subcommittee investigating the Federal Communications Commission read into the record today the report of staff investigators questioning the award of a Minneapolis television channel to National Telefilm Associates.

The report was made public last Thursday, but it wasn't until today that investigators actually got around to reading it into the record. There was no subcommittee questioning in connection with the reading of the report.

Anti-Trust Suits a Factor

In the report, the staff questioned whether the FCC should have awarded a TV station to a firm engaged in producing and distributing films and other programs for TV, and whether licenses should be given to firms which are defendants in anti-trust suits involving broadcasting.

'Sing Along' to Bow Over CBS on June 4

"Sing Along," a new musical variety show, will have its premiere over the CBS Television Network on Wednesday, June 4 (7:30-8:00 P.M., EDT).

Originating "live" from New York, the series stars Jim Lowe as master of ceremonies, and features Tina Robin, Florence Henderson and "Somethin' Smith and the Redheads" as regulars. Outstanding personalities from the entertainment and musical fields will appear weekly as guest stars.

Ann Sothern to Star In New Comedy Series

"The Ann Sothern Show," a situation comedy series about the backstage incidents that arise in operating an exclusive New York hotel, has been purchased by General Foods Corp. for showing on CBS-TV during the 1958-59 season.

The Maxwell House Division and the Post Division of General Foods will sponsor the half-hour program when it premieres Monday, Oct. 6, at 8:30 P.M. (PST). The agency is Benton & Bowles, Inc. Desilu, Inc., will produce the series.

'Buckskin' Scheduled

A new western filmed series titled "Buckskin" will be presented for the summer season starting Thursday, July 3 (NBC-TV Network, 9:30 P.M., EDT). The program will occupy the time-spot of "The Ford Show," which will return to the air, again starring Tennessee Ernie Ford, on Oct. 2.

Bartlesville

(*Continued from page 1*)

stalled in the local theatre, which had been closed by Video for conversion for the experiment.

Bartlesville, as a "closed" town of Video's and one of above average family income, was considered a highly favorable testing ground for Telemovies. However, after subscribers reached a high level of around 750 during the winter, they fell off to less than half that number soon after.

The experiment then was changed to offer films on a single channel, with Muzak, Sunday matinee art films and community antenna service for a fee of $4.95 monthly, starting in February. Subscribers began to increase thereafter, reaching approximately 700 again and were said to be gaining at the rate of about 20 a month when the decision to shut down was announced.

Phone Lines Expensive

High costs of the leased telephone wires are said to have been the big cost item that made it impractical to continue the experiment for the full year which Henry S. Griffing, Video president, once said would be necessary to determine whether Telemovies could be a success or not.

Griffing has blamed the flood of free movies available on television and the unavailability on the market of a metering device to replace the flat monthly subscription charge, for the experiment's basic difficulties. He still believes it could be operated profitably if costs could be brought in line long enough to get the required number of subscribers signed up.

Efforts to reach Henry Griffing, Video Independent president, by telephone in Oklahoma City for comment on the Bartlesville shutdown reports were unsuccessful.

Video officials felt that Telemovies, by bringing the new films to the home, might solve the problem of declining theatre attendance due to television competition and, at the same time, keep the marketing of films to the public in the hands of theatre exhibitors in a way that other pay TV systems would not do. The programs originated in one of Video's theatres.

Distributors Cooperated

A majority of major distributors cooperated in the experiment by servicing Bartlesville with new films for the entire eight months. Paramount offered films but did not supply any. Twentieth Century-Fox and Loew's did not participate.

Extend Rosian Area

CLEVELAND, May 21—Peter Rosian, Universal-International district manager, has had his territory increased from four to seven offices. He formerly covered Philadelphia, Cleveland, Cincinnati and Detroit. Now Philadelphia has been eliminated and the following offices added: Albany, Buffalo, Boston and Pittsburgh.

National Pre-Selling

"THE THREE FACES OF EV
that excellent film of a multi
personality, is deservedly brou
again to the public's attention by
article appearing in the May 25 is
of "Life." Evelyn Lancaster,
whose life the 20th-Fox picture
based, has written a best-selling no
in collaboration with James Poli
"Life" assigned Loudon S. W
wright to write the article based
interviews with Mrs. Lancaster,
two psychiatrists, and the book wh
describes the fourth face of Eve. T
article should be must reading
anyone who saw "The Three Fa
of Eve" or plans to see the film.

•

"Marjorie Morningstar," from H
man Wouk's famous novel, starr
Gene Kelly, Natalie Wood and
Wynn has been selected by "R
book" as the picture of the month
May. This new Warner picture
playing a very successful engagem
at Radio City Music Hall.

•

Full page ads on "The Young La
and "The Light in the Forest," Bu
Vista releases, will appear in the Ju
July, August and September issues
"Seventeen," "Photoplay," "Mod
Screen," "Motion Picture," "Scr
Stories," "Movie Life," "Sil
Screen," "Screenland," "Movielan
and "Movie Stars Parade."

•

An unusual western, whose cen
theme is about a woman, is adv
tised on the table of contents pag
the May issue of "McCalls." It
MGM's "The Law and Jake Wad
The woman in the film is Patri
Owens (of "Sayonara"). Playing
posite her are Robert Taylor
Richard Widmark.

•

Diane Varsi, who played the te
age daughter in "Peyton Place,"
pictorially profiled in the May
issue of "Look." Philip Dunne,
directed her in Jonah O'Hara's "T
North Frederick," says, "She is p
talent. She gets a scene done on
first take and is then physically
spiritually exhausted."

•

"Tunnel of Love," based on
Theatre Guild stage comedy, wh
had a two-year run on Broadway
advertised on the table of conte
page of "Good Housekeeping's" J
issue. Doris Day, Richard Widm
and Gig Young are the stars. G
Kelly is the director, which sho
keep the story humming and the
logue dancing.

•

Elizabeth Taylor is on the co
cover of "Photoplay's" May issue.
intimate pictorial and text story
the family life of Mike Todd and
Taylor appears in the same iss
Miss Taylor is now filming "Cat o
Hot Tin Roof."

WALTER H

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

.. 83, NO. 101 NEW YORK, U.S.A., FRIDAY, MAY 23, 1958 TEN CENTS

etings End

FS Expands; everal New eals Pending

vens Notes Trend ward Consolidation

ational Film Service is continuing xpand and now handles the back- n service in whole or in part for t companies, Ira S. Stevens, sec- ry and treasurer of the company, here yesterday. Other deals are ding, he added. "The trend is to- d consolidation, and several new ements are under study."

ational Film Service and National Carriers yesterday concluded

(*Continued on page* 4)

junction in List Buy Glen Alden Appealed

n appeal from the injunction nted by Supreme Court Justice lter Hart restraining List Indus- from acquiring the assets of Glen en Corp. has been filed by the ner with the appellate division. nearing has been scheduled for 6.

leanwhile, the adjourned meetings

(*Continued on page* 5)

stman Kodak Elects ree Vice-Presidents

Special to THE DAILY

OCHESTER, N. Y., May 22. — sales executives and the director dvertising were elected vice-presi- ts of the Eastman Kodak Co. at neeting of the board of directors this week.

he new Kodak officers are Gerald

(*Continued on page* 5)

TRADEWISE
on page 2

Television Today
on page 6

Wilby Feels Film Advertising Fails To Make Effective Appeal to Public

Motion picture advertising is lacking in distinction and fails to do a good selling job, Robert B. Wilby, a co-founder of the Wilby-Kincey circuit, believes.

In New York this week for the annual meeting of stockholders and board of directors of American Broadcasting-Paramount Theatres, Wilby placed some of the blame for the decline in theatre attendance at the door of film advertising.

"There was a time a few years ago," he said "when I could tell our people that they could put blank, white paper on their theatre fronts and

(*Continued on page* 5)

Boston Police Recover 58 Major Features

Special to THE DAILY

BOSTON, May 22 — Police of the Vice Squad have seized 58 full-length 16mm sound films valued at $750,000 in potential royalties from two brothers who live on Carver Street here. Police Lt. Edward F. Blake said the brothers claim they bought the films for their own enjoyment, paying as high as $400 a reel for "The Glenn Miller Story."

However, a New York film industry

(*Continued on page* 5)

SW Manager Changes In New England Area

Special to THE DAILY

NEW HAVEN, May 22.—Several changes in the alignment of district managers in the New Haven zone, including three new appointments to the post, will be put into effect by Stanley Warner Management Corp.

Newly appointed as district managers are Alfred G. Swett, Charles Mason and Brick Ates. James Tobin, who has been district manager for the Albany-Troy-Utica territory for three

(*Continued on page* 5)

Tax Collections Show Sharp Drop in Quarter

From THE DAILY Bureau

WASHINGTON, May 22.—General admissions tax collections in the first quarter of this year totaled $10,784,000, well below the $11,238,000 collected in the first quarter of 1957, the Internal Revenue Service reported.

Collections for the first nine months

(*Continued on page* 5)

Secondary Operations In TV Face FCC Probe

From THE DAILY Bureau

WASHINGTON, May 22 — The impact of community antenna television systems and TV translator, satellite and booster operations on the development of television broadcasting will be subjected to a compre-

(*Continued on page* 6)

Balaban Honored by UJA; $473,195 Netted in Drive

By CHARLES S. AARONSON

(Picture on Page 4)

For his "selfless devotion to good causes," and as "Mr. U.J.A.," Barney Balaban, president of Paramount, was honored yesterday at the 20th annual United Jewish Appeal luncheon, held at the Park Lane Hotel here. More than 350 of the film industry attended, and substantial pledges were received by Sam Rosen, who announced the contributions received in the annual campaign toward the industry's goal. Rosen noted that a total of $473,195 had been received so far this year.

Balaban, whose $30,000 gift was acknowledged, cited the "practical purpose" his designation as honored guest was serving, and said he accepted "as a symbol of what the drive has meant during these trying years." He congratulated the industry's people on their "tremendous record of achievement" in the drive over the years.

Irving H. Greenfield of Loew's,

(*Continued on page* 4)

Closes June 6

Won't Abandon Telemovies, Griffing Says

Would Resume Whenever Metering Devices Available

Special to THE DAILY

OKLAHOMA CITY, May 22.—Video Independent Theatres' shutdown of the Telemovies experiment in Bartlesville, Okla., after nine months trial is a "suspension" but not an abandonment of the method of sending new films to home television screens via closed circuit for a fee, Henry S. Griffing, president of Video, emphasized in a statement issued here today. The shutdown is scheduled for June 6.

Griffing said the decision was made reluctantly and ascribed it to continuing financial losses despite a steady increase in subscribers.

He reported the "TM" system now has nearly 800 subscribers, an increase of more than 140 per cent since Video announced changes in its price and program patterns in February. But

(*Continued on page* 6)

'Frederick' Has Bow As Benefit for NCCJ

Suzy Parker and Geraldine Fitzgerald, who star in 20th Century-Fox's "Ten North Frederick," led the array of entertainment celebrities and society and civic individuals who attended the premiere of the film at the Paramount Theatre here last night. The performance was held under the auspices of the National Conference of Christians and Jews, with the pro-

(*Continued on page* 4)

Offer 'Gunman's' Only To 'Personal Viewers'

Columbia Pictures announced yesterday that it will negotiate the sale of its "Gunman's Walk" only with theatre operators or film buyers who have personally viewed the film. Supplies of "personal viewing" certificates are being sent to all of the company's branches and orders have gone

(*Continued on page* 4)

PERSONAL MENTION

L. E. GOLDHAMMER, Allied Artists Eastern division sales manager, will leave New York today for a vacation in Europe.

•

George Weltner, president of Paramount Film Distributing Corp., and Hugh Owen and Jerry Pickman, vice-presidents, will return to New York today from New Orleans.

•

Milton R. Rackmil, president of Universal Pictures, will leave here today for Hollywood.

•

Irving Sochin, general sales manager for Rank Film Distributors of America, will return to New York today from the Midwest and the Coast.

•

Irving Wormser, president of Continental Distributing, Inc., will leave New York today for Europe.

•

Walter Seltzer, producer, will leave here today for Europe via B.O.A.C.

•

Albert Zugsmith, producer, will arrive here from the Coast on Sunday.

•

Mrs. Johnnie Higgins gave birth to a girl yesterday in West Caldwell, N. J. Father handles motion picture advertising for "The Saturday Evening Post."

•

Abe Weiner, regional manager for Rank Film Distributors of America, returned to his Boston headquarters yesterday from New York.

Mrs. Mary Creighton

SAN FRANCISCO, May 22 – Mary Creighton, for 18 years a familiar figure on San Francisco film row, died yesterday of a cerebral hemorrhage at the age of 40 in her home here. Mrs. Creighton, private secretary to the exchange manager of MGM was active in the Variety Club's fund for blind babies and in the film colony girls club.

Survivors include her husband, Stan, film photographer; two daughters, two grandchildren, a sister and three brothers. Services will be Monday.

250 for 'Kwai' Here

"The Bridge on the River Kwai" will have its 250th performance at the RKO Palace Theatre here today. The film is now in its 23rd week.

TRADEWISE

By ONLOOKER

WITH THE present resurgence of widespread industry sentiment in favor of amending the industry Federal consent decrees, current events provide some forceful arguments for the proponents. Certainly, the Loew's situation has some persuasive considerations inherent in it for a relaxation of divorcement. On top of that comes the significant result of the attempted auction of Schine theatres at Rochester earlier this week. Not a single bid was made for any of the 14 theatres in some widely separated localities which were placed on the block. . . . Yet Schine, the corporation and individual executives, last year was fined a total of $73,000 for contempt growing out of charges that it had neglected to exercise its best efforts to dispose of the theatres specified in its Federal consent decree. Some of those theatres were among the group offered at auction last Monday without attracting a bidder. . . . In its defense at the contempt trial Schine had argued there were no buyers for the properties at reasonable prices. Yet it was convicted and fined for not disposing of them. What was it supposed to do? Give them away? Or wave a wand and make them disappear? . . . The conviction and fine, of course, have been appealed. It is difficult to imagine any court not taking proper cognizance of last Monday's experience in Rochester in deciding such an appeal. . . . Another significant development of the week was Leonard Goldenson's report to the annual meeting of American Broadcasting-Paramount Theatres touching upon the company's disposal of theatre operations. AB-PT, Goldenson said, has reduced its theatres to 526, compared with the 651 which its Federal consent decree authorizes it to retain. The process of reducing the theatre holdings further will be a continuing one, he reported. . . . So what does it prove? It is a striking example of how unrealistic the industry consent decrees have become. They are indeed, archaic, almost wholly unrelated to the industry of today.

SPEAKING OF AB-PT's annual meeting of stockholders, there were a goodly number of those at the well-attended Hotel Astor gathering who took advantage of Goldenson's courteous offer to attend the nearby Paramount Theatre after the meeting. Some of those who were unable because of previous commitments to take advantage of the invitation asked, and were granted, the privilege of using their passes at later dates. However, not one request by a stockholder for a pass to one of the company's television shows was heard at the meeting. Significant? . . . The New Orleans Item was a bit rough on summer TV in a survey of the prospects via a TV page article in a recent issue. Quote: "Television is the only animal that hibernates during the summer, giving the nation's viewers a hodge-podge of tired re-runs and claptrap substitutes. . . . Situation comedies will drive viewers out to movies or to neighborhood saloons—thanks to re-runs. . . . A movie title best sums up the televiewer's plight. It will be 'The Long, Hot Summer'." . . . 20th Century-Fox is considering a hard-ticket policy for the new John Huston film, "The Barbarian and the Geisha," starring John Wayne, following a recent home office screening. If decided upon, the picture could go to the Bijou here this summer on the reserved seat policy. . . . The best information indicates that the price being mentioned in Litton Industries' projected take-over of Westrex Corp. from Western Electric is in the neighborhood of $15,000,000. The deal will not be closed for some time yet. Before the final papers are signed, Litton wants to send its representatives around the world to inspect and report on the numerous Westrex branches abroad that are included in the purchase.

A.T.&T. Consent Decre
Hearings End in Hous

From THE DAILY Bureau

WASHINGTON, May 22. – House Judiciary Subcommittee tod wound up weeks of on-and-off he ings on the government's 1956 an trust consent decree with Americ Telephone and Telegraph Co.

Chairman Celler (D., N.Y.) said would be quite some while before report was ready, but made it pl he personally believes improper fluence was brought to bear to get consent decree settlement favorable the company.

At today's hearing, William K gore, head of the Justice Departme Judgment Divison, and Walter M phy, senior trial attorney on the ca both testified they had favored so form of divestiture of Western El tric Co., and had recommended t the suit be dismissed rather than s tled without divestiture. Dismis would have left the government f to sue anew for divestiture later. K gore said he finally had reluctan signed the consent judgment, Murphy refused to sign.

Suit Seeks to Invalida
Kansas Censor Statute

KANSAS CITY, May 22 – An tion designed to obtain a declarati that the Kansas censorship statute unconstitutional has been undertak in a suit filed yesterday in the Wy dotte County, Kansas, district court.

The move against the censors provision was made in connecti with an action by Capitol Enterpris Inc., to join the State Board of view from censoring a so-call hygienic film, "Mom and Dad."

Mrs. Hazel Rynyan, chairman the board, said the picture had been banned but had been approv subject to three deletions.

Leacock on 'Giant Ste

HOLLYWOOD, May 22 — Due Hecht - Hill - Lancaster's accelerat production schedule, Burt Lancast today gave up the directorial reins "Take a Giant Step," which the co pany assigned to Philip Leacock, w is currently preparing "The Rabl Trap" as his first American film.

NEW YORK THEATRE

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"MARJORIE MORNINGSTAR"
Starring
GENE KELLY • NATALIE WOOD
A Warner Bros. Release • In WarnerColor
and GALA NEW STAGE SPECTACLE

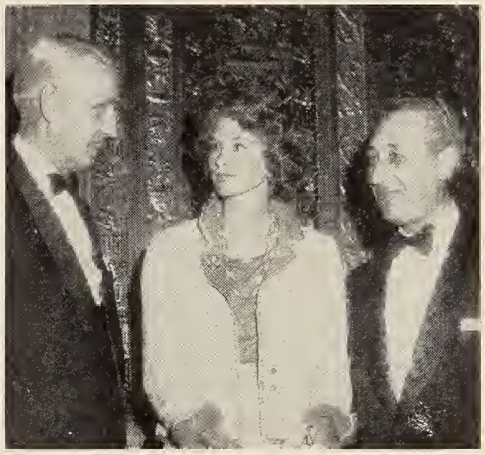
MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays. by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pr dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as sec class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign. Single copies,

Glamorous Turnout Sparks "10 North Frederick" Premiere!

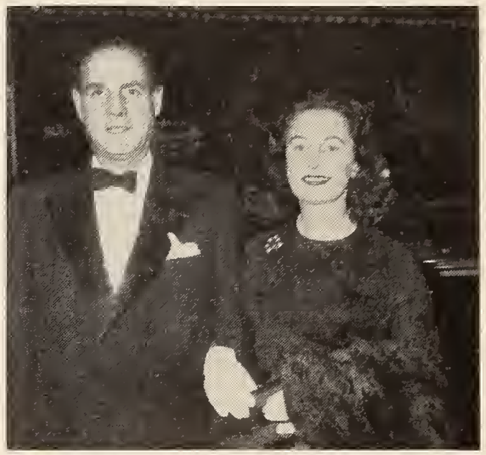
the glittering debut of 20th Century-Fox's latest blockbuster, "Ten North derick," a host of society and entertainment world notables turned out for CinemaScope attraction. Shown here at the Paramount opening are, left to nt: Joseph Binns, general manager of the Hilton Hotels chain; Mrs. Jacob Javits, wife of New York's Senator; 20th Century-Fox president Spyros P. uras, Mrs. Skouras and Senator Javits.

Crowds jammed both sides of Broadway for a glimpse of glamorous arrivals, and the thousands were not disappointed. Among the many celebrants for "Ten North Frederick" were, left to right: 20th's vice-president Charles Einfeld, Mrs. Wolfgang Wolf of Vienna, "Frederick" star Suzy Parker, Mrs. Einfeld and prominent socialite Sterling Lord. The impressive assemblage cheered the Charles Brackett production.

ely Rita Gam, star of 20th's forthcoming enture drama, "Sierra Baron," steps across "cool" green carpet designed especially the debut. The carpet is symbolic of New k's Summer Festival.



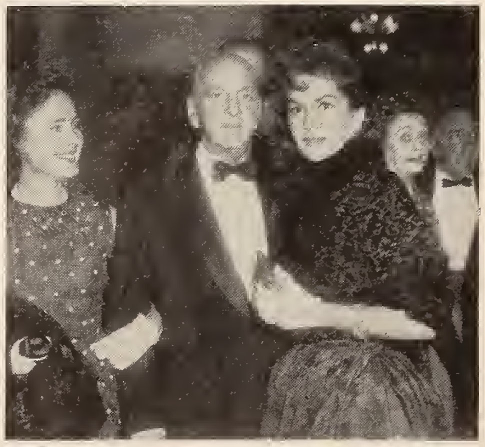
Suzy Parker poses with (left) Dr. Everett Clinchy, president of the National Conference of Christians and Jews, for which the premiere was a benefit, and Robert K. Shapiro, managing director of the Paramount.



"Frederick" star Geraldine Fitzgerald, who is topcast with Gary Cooper, Diane Varsi and Suzy Parker, arrives for the festivities with her husband, the well-known New Yorker, Stuart Sheftel.

demy Award winner Red Buttons clowns comedienne Martha Raye. Every phase how-business was represented at the open-

Carol Christiansen, taking part in a Motorcade of Beauty, arrives. Miss Christiansen has been chosen the Queen of New York's 1958 Summer Festival.



Robert Lehman, member of 20th's board of directors, and party arrive to pay tribute to the filmization of John O'Hara's novel. Today all hats are doffed to "Ten North Frederick."

PEOPLE

Martin Levine, executive vice-president of Brandt Theatres, will act as national sales representative for "Tosca," in accordance with arrangements just concluded with Casolaro-Giglio Distributing Co.

☐

Seymour Freedman has been named information coordinator for the voyage of the Viking II, a 70-foot replica of an ancient Norse vessel used in Kirk Douglas' production of "The Vikings." It will sail across the Atlantic next month from Bergen, Norway, to New York.

☐

George Thornton, operator of theatres in Saugerties, Windham and George Thornton, Tannersville, N. Y. has been elected president of the Saugerties Chamber of Commerce.

☐

Bob Burnett has resigned as Universal booker in Atlanta and has been replaced by **Lewis Owens,** former sales representative.

Mrs. Hamilton to Head MPA Film Estimate Unit

Mrs. Marie Hamilton has been appointed film estimate director of the Motion Picture Association of America, it was announced yesterday by Margaret G. Twyman, director of the Department of Community Relations of the MPAA. Mrs. Hamilton has been directing the work of the Film Estimate Board of National Organizations —the "Green-Sheet" committee—since last autumn.

In addition to Mrs. Hamilton's work with the FEBNO, she will act in an advisory capacity for all programs involving films for children's activities and educational tie-ins.

AIP Shifts June, July Double Bill Packages

From THE DAILY Bureau

HOLLYWOOD, May 22. — American International Pictures has revised its release program for June 18 and July 2. The June 18 double bill now is scheduled to be "War of the Colossal Beast" and "Attack of the Puppet People."

"Terror from the Year 5,000," originally scheduled to be packaged with "Attack of the Puppet People," will be released July 2 with "How to Make a Monster."

Rugoff Takes Fund Post

Donald S. Rugoff, president of Rugoff and Becker Management Corp., has been named chairman of the motion picture theatres group in the private firms division for the 20th anniversary campaign for the Greater New York Fund. The 1958 goal of the Fund is $11,000,000.

UNITED JEWISH APPEAL

M. P. DAILY picture

Barney Balaban in his earnest and ceaseless effart has became "Mr. UJA" and ta all who knaw him and naw hanor him he's alsa "Mr. Humanitarian," yesterday's luncheon and industry drive chairman Irving Greenfield observed, handing ta Paramount's president, right, UJA's ultimate, symbalic testimany af regard —an Israeli bible, handcrafted, bound in silver. With them and applauding here, Sal Schwartz, Bab Benjamin, Sam Rasen; and seated, Abe Montague, Herman Robbins, J. Robert Rubin, Sam Rinzler.

Balaban Honored by UJA

(*Continued from page* 1)

1958 U.J.A. industry drive chairman, presided, and presented to Balaban an inscribed, silver-bound Bible, handcrafted in Israel. A scroll, specially designed and signed by Prime Minister David Ben-Gurion of Israel, was presented Leon Goldberg of United Artists, in recognition of his work as chairman of the drive during 1956 and 1957.

Robert Benjamin, chairman of the board of United Artists, in the principal address, told the luncheon guests, who included many of the industry's New York leaders on the dais, of the vast and critical needs of Israel. He cited the tremendous economic burden borne by that small nation "which looms large on the frontiers of democracy," in offering a home to those from various parts of the world who come from "misery, fear and chaos."

Benjamin recalled his personal visits to Israel, and noted that the great need of this moment is to provide funds so that Israel may take care of refugees from Poland, where a "door has suddenly opened" permitting egress for the oppressed. He called Israel a "smiling, confident land," but one existing in a "constant state of emergency." They "pray for a quiet time," he said, "but the world won't have it that way." Benjamin called attention to the over-all need for $108,000,000, plus an additional $100,000,000 for the so-called Rescue Fund. He cited Israel as a conclusive demonstration of the supremacy of the spirit, where "idealism is a way of life."

Rosen noted recent contributions totaling $108,270. All of the speakers paid tribute to the generosity of Balaban and to his untiring efforts on behalf of U.J.A. and other worthwhile causes, a tribute also emphasized by Rabbi Bernard Birstein, who delivered the invocation.

Melba, Dallas, Reverts To Regular Policy

Special to THE DAILY

DALLAS, May 22.—The Melba Theatre, home of Cinerama since July 1954, reverts back to a regular film, first-run policy, with the opening of "Macabre" on Friday, June 13, Louis Novy, president of the Trans-Texas chain, has announced. Trans-Texas has held a lease on the Melba since 1953, and the sub-lease by Cinerama, showing the current "Search for Paradise," is effective until May 31.

With the removal of Cinerama equipment the Melba will increase its capacity to 1,800 seats, a gain of 600 over the present capacity. President Novy said the Melba will again be used for touring stage shows when possible.

Co. Cash Dividends $235,000 for April

From THE DAILY Bureau

WASHINGTON, May 22.—Publicly reported cash dividends paid out by motion picture industry companies in April totalled only $235,000, according to the Department of Commerce, a considerable drop from the $1,692,000 paid last April.

Most of the drop, Commerce said, was because American Broadcasting-Paramount Theatres paid in March this year a dividend of over $1,000,000 paid last year in April. The March figure for this year, however, was still slightly lower than for 1957.

Dividends paid in the first four months of 1958 totalled $6,758,000, compared with a higher figure of $8,612,000 paid in the first four months last year.

NFS Expand

(*Continued from page* 1)

separate meetings at the Manhatt
Hotel. The carriers started their s
sions Tuesday and finished Wedn
day, and the latter went into sessi
yesterday and finished last night.

National Film Carriers is a tra
organization made up of 43 region
truck services transporting films a
National Film Service is the nev
group which is taking over the ha
dling of film inspection and other bac
room services for exchanges throu
out the country. It now handles
backroom services for Paramount
ten exchange areas; Warner Brothe
United Artists, Rank Film Distribut
of America and Buena Vista in
areas; Columbia in three; Univers
International in five, Republic in

Larger Quarters at Albany

Newest addition to National Fi
Service will be at Albany where
quarters are to be enlarged as
addition of Warner Brothers and
prospective addition of Universal-
ternational make an increase in sp
necessary. Paramount, United Art
and several smaller distributors are
ready having their inspection and sh
ping work done there. Formal
proval of the U-I deal is expec
shortly.

Raymond W. Trampe is presid
of National Film Carriers, w
George Callahan as treasurer and
S. Stevens as secretary. Headquart
are in Philadelphia. Headquarters
National Film Service are in N
York. James P. Clark is president.

'Frederick' Has Bow

(*Continued from page* 1)

ceeds going to the NCCJ's Brotl
hood Scholarship Fund.

The ABC radio team of Bea W
and Andre Baruch were stationed
front of the theatre for a "live"
scription of the festivities and int
views with celebrities from 8:30
9 P.M.

Others attending the special op
ing included Joan Fontaine, D
Martin, Greta Thyssen, Terry Mo
Jean Seberg, Joanne Woodward, P
Newman, Rita Gam, Mary Mar
Polly Bergen and Carol Christians
queen of the New York Summer F
tival. Representing the NCCJ at
festivities were United States Sen
Jacob Javits, chairman of the ben
committee; Dr. Everett Clin
president of the conference, and Al
P. Robinson, New York director
the organization.

Offer 'Gunman's'

(*Continued from page* 1)

out instructing all sales personnel
deal on "Gunman's Walk" only w
buyers presenting the signed cer
cate.

The reason for the policy, the c
pany stated, is because it has "s
great faith in 'Gunman's Walk' a
picture of high audience appeal t
it feels that every exhibitor who v
it will agree."

Vilby, on Ads

(*Continued from page* 1)

$7,000 a day. Today you can't do 00 using advertising."

Wilby, of course, does not hold adrtising wholly responsible for that ndition.

"Motion picture theatres were at top at the time I'm referring to," continued. "The public was with ; we were first choice. Other entainments and recreations had to to take from us what they could order to do business. Now we are the position the others were in. must try to get them away from evision, motoring, bowling, the ny other diversions they turn to wadays instead of to movies. They n't 'belong' to us anymore."

Says Ads Must 'Divert' Public

Wilby suggested that film and atre advertising is not effective ough, is not doing its rightful share the job of diverting the public m its other popular pastimes.

'Look at any metropolitan paper. rarely see an ad that makes you nt to see a movie badly enough to through all the inconveniences asiated with attending a theatre to. Most of the ads look alike, say same things, make the same ap1."

The inconveniences of attending the atre, he believes, can be modified great extent by distributors will to modernize their merchandising many retail stores have done—by ng their merchandise to places re it is most convenient for their tomers to buy.

Current upbeat talk in the industry ken with a grain of salt by Wilby. does not believe business has imved significantly.

Sees 'Base Getting Smaller'

The bigger pictures are doing big business than ever," he said, "and mediocre pictures less than ever. t's not good. It means the base is ing smaller. And that's a serious blem for theatres."

Vilby "retired" about two years but in addition to serving on the PT board still gives some of his to the Wilby-Kincey operations. In spite of all my new, leisure vities," he remarked, "I still get ut as much office work done as I did. I guess that shows how h time I gave the company before tired."

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x Collections

(*Continued from page* 1)

he current fiscal year—the period nning with July 1957 and run through March 1958—totaled 733,000, compared with $63,694,- in the comparable period a year er. The sharp drop was due in part, however, to the increase ne exemption from the Federal 10 cent tax that went into effect in ember 1956, the increased exemp being fully reflected during the ent period but not in the earlier od.

Dibble Sets Wobber's Embassy Net at $8,250

Special to THE DAILY

SAN FRANCISCO, May 22 — For the eighteen months he was a "silent" partner in the operation of the Embassy Theatre, Herman Wobber, then general sales manager for 20th Century-Fox, netted an $8,250 profit on an investment of $1,750, it was brought out in Federal Court here today in the eight-million-dollar antitrust suit against Paramount Pictures and other major studios, exhibitors and distributors.

Leland C. Dibble and Daniel O. McLean, the other partners in the enterprise, are the plaintiffs in the action before Judge Edward P. Murphy. On the stand for the fifth straight week, Dibble described how Wobber withdrew from the theatre in June, 1940, with $10,000 paid by the other two partners, $1,750 of which represented Wobber's original capital.

Dibble's testimony purported to show that Wobber's reluctance to remain a partner stemmed from the refusal of the studios and distributors to give the Embassy first run films because the house was "cheapened" with the attraction of Ten-O-Win, an audience participation device which handed out cash prizes. Previously it had been established that Wobber owned the Ten-O-Win patent.

When he entered into the partnership, Wobber had insisted his connection with the theatre was not to be divulged, the witness said, but a year and half later Wobber asked the other two to buy out his share.

SW Managers

(*Continued from page* 1)

years, and also of some theatres in Connecticut, is returning to Bridgeport. There he will manage a first-run house and supervise some eight other theatres.

Swett, who has been manager of the Strand in Albany, remains in that capacity and will supervise seven theatres here and in Troy and Utica. Mason, until recently booker for Albany-Troy-Utica, as well as for Stanley Warner theatres in Massachusetts, will now be district manager for the Boston-Lynn area, operating from the Warner in Lynn.

Ates, who has been manager of the Gard in New London, remains there and will supervise other theatres in the surrounding territory.

Injunction Appeal

(*Continued from page* 1)

of stockholders of List and Glen Alden scheduled for today will be postponed again, this time until late in June, to await the outcome of the litigation begun by several stockholders of the two companies to halt the merger.

A permanent injunction against the proposed acquisition of assets has been issued by the Federal court at Wilkes-Barre, Pa. Judge Hart has set June 16 for trial of a stockholders action in Supreme Court at Brooklyn, and several other actions are pending.

Gas In-Car Heater Approved by U.L.

Special to THE DAILY

OAK LAWN, Ill., May 22.—A seal of approval has been awarded the Bernz-O-Matic propane gas in-car heater by the Underwriters Laboratory, according to Stanford Industries here, distributors of the heater, which is manufactured by Otto Bernz Co., Rochester, N. Y.

The award is said to follow a year of testing for safe operation at drive-ins. With this authoritative acceptance, the distributors state that they will be able to expedite approval by fire officials where installations of the heater are to be made.

Lipsky Prods. to Make 'Daphnis and Chloe'

From THE DAILY Bureau

HOLLYWOOD, May 22.—Production in the Technirama process of "Daphnis and Chloe," Greek romance of the pre-Christian era, will be started in Portugal this summer by Mark Lipsky Productions, Ltd.

Lipsky, Beverly Hills industrialist, and for many years well-known in motion picture and television financing and distribution, is making his first venture as a film producer in association with director Tom McGowan, who will leave for Lisbon shortly to scout locations. Filming is scheduled to start on June 30.

Boston Police

(*Continued from page* 1)

attorney, Frank R. Maglio of Sargoy and Stein, told the police that producers always retain ownership of films to lease them to exhibitors on a royalty basis. Thus the films must have been stolen, Maglio declared.

Vice Squad detectives seized the films in the cans on a tip from an undisclosed source. Among the films were "Show Business," "Six Bridges to Cross," "Copacabana," "Doll Face," "Jamaica Inn," and "You're My Everything."

Owned by Six Companies

Maglio, who flew here yesterday from New York said that four of the 58 had been reported missing but that he had had no word on the others. Federal authorities are watching the case closely to determine whether interstate theft was involved. Six companies were represented in ownership of the films. They were Universal, RKO, 20th-Fox, United Artists, Paramount and Columbia.

Eastman Kodak

(*Continued from page* 1)

B. Zornow, director of sales for the company's apparatus and optical division; Theodore F. Pevear, director of sales administration; and W. B. Potter, director of advertising. All will retain their present responsibilities.

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JOURNALISTIC RESPONSIBILITY.

Television Today

TV Operations

(*Continued from page* 1)

hensive inquiry by the Federal Communications Commission, the commission announced today.

The FCC asked all interested parties to submit written comments by June 27 on a number of issues relating to these secondary TV operations, ranging from the extent to which they affect the revenues and programming of existing and potential UHF and VHF stations in a community, to whether it might be appropriate to submit legislative recommendations to Congress with respect to FCC jurisdiction over community antenna television systems.

Not Under FCC Control

Community antenna systems, now reported to be serving some 500,000 homes, do not now require FCC authorization because they depend upon wired service to customers.

Satellite and translator TV stations are licensed by the commission to bring programs to small communities. They pick up and rebroadcast the programs of outside TV stations, with permission of those stations.

About 1,000 so-called "booster" TV stations are reported to be in operation. They are not authorized by the FCC, but there is pending consideration of a rule which would permit this type of operation under certain conditions.

Disney Sues Hat Firm On Use of 'Zorro'

Walt Disney Productions has filed suit against Joy Hat Novelty Corp. in the United States District Court Southern District of New York charging infringement of Disney's trademark rights relating to "Zorro."

The plaintiff alleges that the defendant is marketing hats which simulate closely the hats which are being manufactured under license from Disney and asks an injunction prohibiting the use of the marks "Zorro" or "Z." Damages and an accounting of profits are also sought.

The complaint claims that the letter 'Z,' and the figure of a rearing horse and rider used on the hat licensed by Disney have become identified in the minds of the public with Disney's television program and that ths public has come to recognize hats with these markings as connected with and related to Disney's televised "Zorro" series.

U.S. Steel for Summer

The United States Steel Hour will continue "live," as usual, through the summer months. The summer program will start with a love story, titled "A Family Alliance," Wednesday, June 4, at 10 P.M., E.D.T., via Channel 2.

President on Color TV At NBC Dedication

From THE DAILY Bureau

WASHINGTON, D. C., May 22.—President Dwight D. Eisenhower today formally dedicated the $4,000,000 structure housing the National Broadcasting Company's radio and television broadcasting facilities here. The ceremony was carried coast-to-coast over the NBC Television Network and the NBC Radio Network, with the President being presented on live color television from the nation's capital for the first time.

Robert W. Sarnoff, president of NBC, introduced President Eisenhower to the nationwide audience.

Spoke from Main Studio

President Eisenhower spoke from the main studio of WRC-TV before more than 400 guests representing all branches of the Federal Government, the communications industry and the civic and business life of the Washington area.

On the speakers' platform, with the President and Mr. Sarnoff, were Brig. General David Sarnoff, chairman of the board of the Radio Corporation of America; John L. Burns, president of RCA; Carleton D. Smith, NBC vice-president and General Manager of WRC and WRC-TV, the Washington stations owned and operated by the National Broadcasting Company, and leaders of the Federal Government.

UA Unveiling First TV Pilot on Monday

United Artists Television, Inc., will unveil the pilot film of its initial television project Monday, when the print of "The Young In Heart" arrives in New York from Hollywood, it was announced here by Bruce Eells, executive vice-president of UA-TV.

A Fletcher Markle production, filmed under his Aries banner, "The Young In Heart" stars Mercedes McCambridge as a college sorority mother. The series is a half-hour one.

Paramount to Film 'Space Conquest' Series

From THE DAILY Bureau

HOLLYWOOD, May 22 — Paramount will enter television production with the series "The Conquest of Space," it was announced by Jim Schulke, vice-president and general manager of Paramount Sunset Corp.

Rip Van Ronkel, author of "Destination Moon" is already working on the series.

Schulke is preparing a presentation film to demonstrate the stock footage and the other production values available.

Bartlesville Experiment Produced Valuable Lessons, Griffing Says, Listing Some of Th

Special to THE DAILY

OKLAHOMA CITY, May 22—Henry S. Griffing, president of Video In- pendent Theatres, said he believes the nine months test of Telemovies Bartlesville, Okla., which he will terminate on June 6, produced some "v able lessons which will guide Video in its future plans."

He listed the following:

1. The concept of a "package of pictures" for a fixed charge is wr Subscribers must be charged by the picture, using a metering device—ei a coin-box or a monitoring system that will register the programs viewe each home. No adequate meter is now available in quantity for immed delivery.

2. More economical operation is a must. This applies to engineering, ut pole contracts and studio facilities. Video now believes 16mm film can shown as effectively as the 35mm used at Bartlesville.

3. Telemovies cannot reach their maximum audience as long as they m compete with hundreds of movies shown free on television.

4. The cable theatre must broaden its offering to include other type programs in addition to motion pictures. The multi-channel potential a able via coaxial cable opens such possibilities as sports events, educati and artistic programs, music and other presentations.

Griffing Retaining Telemovi

(*Continued from page* 1)

under the current cost of operations, it would more than twice that many to reach the break-even point.

Griffing said he feels Video has made a number of mistakes in its pioneering TM efforts which began last September, but has not lost its faith in the eventual success of the "home theatre."

'A Little Premature'

"We believe more strongly than ever that audio-visual entertainment by wire will be in the home in future years as surely as television, vacuum cleaners and washing machines," he said. "We just happened to be a little premature."

Video will keep its facilities in Bartlesville and hopes to resume its operations when conditions are more favorable, Griffing said. This probably will be after the current glut of pre-1948 motion picture releases on television has waned.

Griffing said Video is going ahead rapidly with its expanding community antenna program and will be in a position to promote TM on a wide scale when the time is more favorable.

Grateful for Cooperation

"I want to thank the motion picture producers who have cooperated with us in this venture. Without their help we obviously couldn't even have given telemovies a trial. We believe the things we have learned at Bartlesville will eventually help the entire motion picture business. We know the cable theatre is technically sound; the problem now is to make it economically feasible."

Video opened its TM operation last September, and after four weeks trial run began charging $9.50 a month for about 30 pictures on two channels. The number of subscribers rose to 600, but began dropping as the flow of movies on television reached flood proportions.

With subscriptions down to 300, the company cut its price to $4.9 month and presented movies on one channel, using the second ch nel for background music and add community antenna service and S day matinee art films.

The change produced renewed terest and a gradual increase in number of subscribers, which passed the earlier high mark. Video was unable to obtain satis tory meters to go into the kind of tem it was convinced it needed, the high cost of operation made impossible to continue under the p ent pattern.

Meters Not Made in Quantity

In a lettter notifying its subscri of termination of the Telemovies s ice, the Video operation in Bart ville said that while subscription t vision meters have been desig "none has been manufactured quantity, hence we must suspend erations until our needs can be r We had hoped to continue operat during this interim, but modifica of our contractual obligations was forthcoming."

"Because this is suspension of a ity rather than abandonment," notification continued, "we plan leave our connection equipment stalled to your set unless you ad us . . . that you prefer it remove

"We are enclosing an invita that will admit your family free any theatre in town," the letter c cludes. "We hope you retain your terest in motion pictures, and cert ly appreciate your patronage of T movies."

Regal to Halt 30 Day

HOLLYWOOD, May 22 — R Films president E. J. Baumgarten announced a 30-day hiatus beginn June 2. Production preparations the 18-picture Regal-Fox deal resume June 30 for October shoot

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 83, NO. 102 NEW YORK, U.S.A., MONDAY, MAY 26, 1958 TEN CENTS

DITORIAL

Telemovies Test

By Sherwin Kane

DESPITE the not unexpected termination of telemovies service in Bartlesville, Okla, on June 6 any in the industry will agree that ie experiment was more than worthhile and that the lessons learned om the nine months test are of subantial value not only to the sponsor, ideo Independent Theatres of Oklaoma City, but also to this industry id to all those interested in subription television.

The cost of the experiment to Video idependent is conservatively estiated at a quarter of a million dolrs. One of the principal items is ie circuit's obligation to pay the lephone company over a three-year eriod $120,000 for the special cables rung for the telemovies operation.

•

That is a considerable investment r a circuit to make for the sake of eing a trail-blazer. But the experiice has not discouraged Video.

Henry Griffing, its president, says e still believes telemovies can be nade economically successful and ans to resume operations as soon metering devices are available.

Among the lessons learned, he ointed out, was one that home subribers want to select their own prorams and pay only for what they oose to view. In Bartlesville, subribers were required to pay a base, onthly fee, originally $9.50, later duced to $4.95.

Griffing said it was also learned at the operation can be placed on much more economical plan and, hile it cannot compete with free moes on TV, it can be made more atactive with varied programs and rvices.

•

These and other lessons, obtained Video at substantial cost to itlf, are offered by this pioneer in the esentation of first run films to home V for a price to all who are inrested, and they are many indeed.

The telemovies experiment will prole much food for serious thought nong producers and distributors of ms, among exhibitors and, most asredly, among those interested in the roduction of subscription television.

All are indebted to Video for what has done, and for what it yet may in Bartlesville.

Orderly Release Report For Final Period Ready

Reports on the orderly release plans of major companies for the final quarter of this year and early next are scheduled to be disclosed by Edward L. Hyman, American Broadcasting-Paramount Theatres vice-president, at a trade press meeting at the AB-PT home office tomorrow.

The release information was given Hyman and Leonard Goldenson, AB-PT president, by company heads and sales executives in a series of recent

(*Continued on page* 3)

Big Promotions Set For Columbia's 'Key'

Due to the increasing importance of the foreign market and the need for combined effort in both the foreign and domestic areas to get fast results on big pictures, Columbia will premiere "The Key" in London May 29, and at the Brussels Fair the next day.

The picture will be screened privately for opinion-makers, the press, radio and television representatives

(*Continued on page* 5)

Florida Group Endorses Business Building Plan

Special to THE DAILY

JACKSONVILLE, Fla., May 25.—The board of directors of the Motion Picture Exhibitors of Florida, an affiliate of Theatre Owners of America, has voted to "heartily endorse" the

(*Continued on page* 2)

Stellings Won't Stand For TOA Re-Election

Special to THE DAILY

ATLANTA, May 25 – Ernest G. Stellings, Theatre Owners of America president, who was a speaker at the annual convention of Theatre Owners of Alabama and Georgia here last week, told delegates he would not be a candidate for reelection to the top TOA post at the national organization's annual convention in Miami next fall.

Stellings said he had been persuaded to take a second term at the Miami convention last year but would not consent to another. The time diverted from his own business interests has been too great.

Barnes Urges SBA Be Made Permanent

From THE DAILY Bureau

WASHINGTON, May 25.—Small Business Administrator Wendell B. Barnes on Friday urged a Senate Banking Subcommittee to approve a House-passed bill to make S.B.A. a permanent agency.

Barnes urged several changes, however, in the House bill, which has been resting in the Senate Subcommittee since last year. He particularly attacked a provision which would abolish the agency's loan policy board, and replace it with a national advisory board. The loan policy board has been under attack by borrowing groups for setting too-restrictive a lending policy.

Films Should Respect God's Image in Man And Not Degrade Mankind, Says German Bishop

Special to THE DAILY

MUNICH, Germany, May 22 (By Air Mail)—Film producers should respect the likeness of God reflected in man and not degrade mankind, Bishop Karl J. Leiprecht of Rottenburg, episcopal sponsor of the German Catholic Film League, said here. The Bishop's speech, delivered at the annual meeting of the German Catholic Film Commission held here last month, was published in the proceedings of the meeting by the commission.

Bishop Leiprecht praised those who have avoided immorality in making movies. But he warned against confusing fantasy with reality in films. Such confusion may result in a distorted view of life, he said. He condemned producers who entice people to attend pictures by playing up the lower passions at the expense of what he called the "true dignity of humanity."

His Eminence Joseph Cardinal Wendel presided at the meeting of some 100 delegates, representing Germany, Austria and Switzerland.

Jerrold Device

No Date Is Set For Marketing Pay TV Meter

Demonstration, However, Now Slated for June

Special to THE DAILY

PHILADELPHIA, May 25. – Although a demonstration of Jerrold Electronic's new metering device for subscription television will be held sometime in June, the company cannot predict at this time how long it will take to get the device into commercial production for the market, it was stated here on Friday.

Jerrold made the telemovies equipment used in Video Independent Theatres' nine-months experiment in Bartlesville, Okla., which will be con-

(*Continued on page* 2)

List Ind. Earnings $738,001 in Quarter

List Industries Corp. and its subsidiaries, including RKO Theatres, had consolidated earnings of $738,001 before special items for the first quarter of 1958, ended March 31. The financial statement, issued at the week-end, did not report theatre income separately but grouped it with that of the other List companies.

Net income for the quarter was

(*Continued on page* 2)

Regional Unit Maps B-B Fund Drive for Jersey

Plans for a fund raising campaign among northern New Jersey exhibitors for the all-industry business building campaign were mapped at a meeting in the Stanley Warner offices here late last week at which Samuel

(*Continued on page* 2)

Television Today Page 5

PERSONAL MENTION

CHARLES LEVY, Buena Vista director of advertising-publicity, and HAROLD RAND, publicity manager, left New York at the weekend for Atlanta.

•

MAL WARSHAW, NTA Pictures national director of advertising and promotion, returned here at the weekend from Kansas City, Mo.

•

DIMITRI TIOMKIN, composer, will arrive in New York today from Hollywood.

•

JOSEPHINE MARION TIERNEY, receptionist at the Walter Reade Theatres headquarters in Oakhurst, N. J., and VERONICA PALMIERI, bookkeeper, were recent brides, the former wed to EDWARD A. COLYARD of Avon, the latter to CALVIN BENNETT of Memphis, Tenn.

•

MARTIN ROBERTS, National Telefilm Associates director of promotion and sales service, will leave here on Wednesday for a three-week tour of Europe.

•

WILLIAM HOLDEN will arrive here today from the Coast.

•

JOHN OSBORNE, British script writer, has returned to London from New York via B.O.A.C.

•

JAN STERLING will arrive in New York tomorrow from the Coast.

•

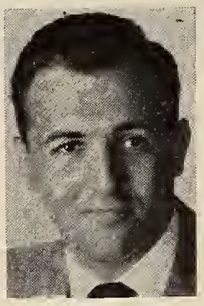
SAM GALLU, television producer, left New York for London on Friday via B.O.A.C.

'High School' Premiere In Atlantic City May 29

"High School Confidential," an Albert Zugsmith production for M-G-M release, will have its world premiere on Thursday at the Apollo Theatre, Atlantic City, for the benefit of the United Cerebral Palsy Fund of that city. The festivities incidental to the premiere will mark the opening of the summer boardwalk season at the resort city.

Producer Zugsmith, together with co-stars Jan Sterling, Charles Chaplin, Jr., Jackie Coogan and Diane Jergens, heads a list of celebrities who will take part in two days of planned activities.

Phil Isaacs Named To Fruchtman Post


Phil Isaacs

Phil Isaacs, Paramount Pictures Eastern sales manager, has resigned to join the Jack Fruchtman Management Corp. of Baltimore, Md., effective June 30, as general manager. The circuit operates 10 theatres in Baltimore and vicinity.

Hugh Owen, vice - president of Paramount Film Distributing Corporation, said at the weekend Isaacs' resignation was accepted "reluctantly and regretfully." Isaacs was promoted to assistant Eastern sales manager from Rocky Mountain division manager in March, 1957.

Had Served in Washington

Previously he had been Paramount Washington, D. C., branch manager for five years, after having served the company as head booker, office manager and salesman in several territories.

Regional Groups

(*Continued from page* 1)

Rosen, S-W executive vice-president, and chairman of the regional b-b committee, presided.

Present at the meeting were Walter Reade, representing Theatre Owners of America; Wilbur Snaper, Allied States; Sid Stern, New Jersey Allied, and Murray Miller, who will head solicitation of theatres other than Allied and TOA. Joseph Alterman and Al Floersheimer of TOA headquarters also attended. A regional meeting to launch the campaign will be held early in June.

Florida Unit

(*Continued from page* 1)

industry's business building campaign. Action was taken at a meeting here last week.

The resolution was forwarded to the business building campaign executive committee in New York by B. B. Garner, president of the unit, with the observation that "you can count on a fine response from Florida."

Cross Sworn In

WASHINGTON, May 25 – John S. Cross was sworn in as a member of the Federal Communications Commission Friday, bringing the commission back to full strength for the first time since the resignation of commissioner Richard Mack, whom he replaced.

No Date Set

(*Continued from page* 1)

cluded June 6. In announcing suspension of the tests, Video said lack of a metering device was one of the main reasons for the decision and that it may resume telemovies operation when the device becomes available.

"We are going ahead with a program of full-scale production of the meter as soon as practicable," a Jerrold spokesman said. "However, it is impossible to say at this time when they will be ready for the market. We hope to be able to have the answer at the time of our demonstration, or by the end of June at the latest."

Three Other Types

Other pay TV metering devices have been developed by Paramount's Telemeter, Zenith's Phonevision and Skiatron, but none have the devices in commercial production at this time.

List Ind. Earnings

(*Continued from page* 1)

$634,090 after $103,911 net loss on disposal of properties. Earnings amounted to 17 cents per share. No Federal income taxes are anticipated by the corporation on a consolidated tax basis during 1958, and thus no provision for such taxes was charged against earnings for the first quarter this year. The 1957 first quarter provision for such taxes amounted to $425,000.

Slightly Above 1957

The 1958 quarter earnings compare with $711,917 for the same period in 1957, when net income was $612,871 after special items of $99,046.

List Industries Meet Adjourned to June 20

The annual meeting of List Industries' stockholders, which is scheduled to vote on the proposed merger of the RKO Theatres' parent company with Glen Alden Corp., was reconvened here for the fourth time on Friday and then further adjourned for four weeks, until Friday, June 20, without further action.

List is awaiting the outcome of litigation begun by several stockholders of the two companies tc halt the merger.

10 for Hoffberg

Four French and six Italian films have been acquired by Hoffberg Productions, Inc., for release next fall. The French films are "La Cavaleade Des Heurs," "Francois Villon," "Fantastic Night" and "Pour d'Amour." The Italian pictures include "No One Returns," "The Girl from Naples," "Luck Comes from Heaven," "Let the Heart Sing" and "The Idealist."

. . . NEWS ROUNDUP

Stars to Promote 'Vikings'

Plans have been completed b United Artists for a series of pres radio, television and off-beat pe sonal appearances in New York of co stars Kirk Douglas, Tony Curtis an Janet Leigh in connection with th benefit world premiere of Dougla "The Vikings" scheduled for the ad joing Astor and Victoria theatres o June 11.

■

Meany Sought as Arbitrato

In order to avoid an unnecessa jurisdictional dispute over players the field of taped commercials for T the Screen Actors Guild has formal requested the American Federation Television and Radio Artists that t issue be arbitrated by George Mean president of AFL-CIO.

■

'Kings' Previews for Wome

The first 14 in United Artists' pr gram of special women's previews f "Kings Go Forth," Frank Ross pr duction starring Frank Sinatra, To Curtis and Natalie Wood, have be set for Boston, Buffalo, Chica Cleveland, Dallas, Detroit, Los A geles, Minneapolis, New Orlea Philadelphia, San Francisco, Seatt Washington and Montreal.

■

To Promote 'Happy'

Debbie Reynolds, star of Unive sal's "This Happy Feeling," w make a guest appearance on the NB TV show of her husband, Eddie Fis er, to promote the film tomorro night. The picture opens tomorrow Cleveland at the Allen Theatre a is set for a series of key city openin over the Memorial Day weeke starting Friday.

UA to Release 'Exodu

United Artists will release the fil version of Leon M. Uris' novel, "E odus," which Otto Preminger has a quired prior to publication, it w jointly announced at the weekend Preminger and Arthur B. Krim, U Preminger, who acts as representati for both the novelist and the pr ducer-director.

Uris will write the screen versi of his novel.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in t principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

elease-Report

(*Continued from page 1*)

eetings, held company by company. nsiderable support for the continu- campaign of Goldenson and Hy- n for orderly release of top quality ctures throughout the year is under- od to have been forthcoming from e company executives with whom ey met. They were particularly in- rested in obtaining commitments r quality releases during the final 58 quarter, since it was in the last arter of 1957 that theatre attend- ce dropped to exceptionally low vels.

Previous Plan Abandoned

The Hyman-Goldenson meetings ith the individual companies took e place of a joint exhibitor-distribu- r meeting which the theatre execu- es had contemplated staging in ew York this summer to seek order- release commitments. Inability of me companies to be represented at ch a meeting necessitated its aban- nment.

Later in the summer Goldenson d Hyman will resume individual eetings with top executives to obtain derly release commitments for the ajor part of 1959. The results of ose conferences will be disclosed to e annual meeting of AB-PT op- ating partners at the Westchester untry Club, Rye, N. Y., Sept. 30- t. 1.

dler Plans to Start ix Features in June

From THE DAILY Bureau

HOLLYWOOD, May 25. — Six ctures, involving an investment of 7,000,000 have been scheduled by th Century-Fox to start shooting ring the first three weeks of June, was announced on Friday by Buddy ller, production head at the studios.

The flow of production, Adler ded in qualification, is dependent on the consummation of an agree- ent between the Screen Directors ild on the one hand and the As- ciation of Motion Picture Producers d the Alliance of Television Film oducers on the other.

Adler's projected schedule calls r the starting of three pictures on ne 2. They are "Rally Round the ag Boys," "The Remarkable Mr. nnypacker" and "The Hell Raisers." Scheduled for a June 4 beginning a western, "These Thousand Hills," be followed by "Flaming Lance," hich will roll on June 16.

Shooting on "The Octopus," a story the struggle between California rmers and railroad interests in the d West has been slated for June , the Adler announcement dis- osed.

DG, SPG Still at Odds

HOLLYWOOD, May 25. — The lemate on an agreement between e Screen Directors Guild and the m producer guilds continued, as the SDG members convened on Friday and elected eight new board members out of 24 candidates. Eight other members, elected last year, will continue in their posts. The deadline for the directors agreement, affecting both theatrical and TV producers, is still June 2.

FEATURE REVIEWS

Badman's Country

Warner Bros.

Here is a neat, concise little western of standard design, aimed at the action fan without frills or pretentions of being off-beat. "Badman's Country," in fact, is distinctly on-beat: the good guys are very, very, good; the bad guys are terrible; and a lot of rough and tumble (but not bloody) action takes place before virtue emerges triumphant.

The capable cast is headed by George Montgomery, who receives good assistance from Buster Crabbe, Neville Brand and Gregory Walcott. Orville H. Hampton's screenplay, while centering on a fictional character and incident, employs several historical personages to add verisimilitude. They are Wyatt Earp (Crabbe), Bat Masterson (Walcott) and Buffalo Bill (Malcolm Atterbury).

The story focuses on Montgomery, a New Mexico law man, who hands in his badge before moving to Abilene to marry pretty Karen Booth. He has the mistaken idea that once he takes off his badge he can settle down in peace. He finds Abilene, however, menaced by outlaws, who are awaiting a big money shipment. A complacent citizenry is for letting the outlaws take over what amounts to all civic duties. He finally calls in Bat and Wyatt, and the three law men, with the belated assistance of the townfolk, force a showdown with the outlaws that is both suspenseful and spiritually satisfactory.

Brand and Russell Johnson are appropriately gross and wicked as the outlaw leaders. Fred F. Sears directed, and Robert E. Kent produced the Peerless Production for Warner Brothers release.

Running time, 68 minutes. General classification. Release, in August.

Vincent Canby

Gang War

Regal—20th-Fox

"Gang War" is not the most precise title that might have been devised for this melodrama, which was filmed by Regal Pictures in the streets and byways of Los Angeles. There is a brief battle for control of gambling operations by two rival criminal groups, but this is entirely incidental to the main plot.

The latter is mostly concerned with the dilemma of a male school teacher who witnesses a murder in a parking lot one dark night. He doesn't want to become involved in the case, but the police convince him it is his civic duty. His agreement to testify leads to the death of his wife at the hand of a hoodlum, and the teacher sets out on a mission of personal vengeance. Before he can effect it, the gang leader he is after is deposed by rival criminals.

The teacher is played by Charles Bronson, who usually is cast as a villain. Other actors include Kent Taylor as a disreputable lawyer who reforms; John Doucette as an uncouth racketeer seeking social prestige; and Jennifer Holden, Gloria Henry and Gloria Gray as various females associated with the men. The picture was produced by Harold E. Knox and directed by Gene Fowler, Jr., from a script by Louis Vittes.

Without a strong hero or heroine to root for, the audience is left for its divertissement with a little sex and a few spurts of violence. "Gang War" is strictly minor melodrama.

Running time, 74 minutes. General classification. Release, in June.

R.G.

U-I Host to Press On 'Twilight' Boat

Universal-International and Ernest Gann played host here to trade press, national magazine, radio and TV columnists and others over the weekend aboard Gan's 117-foot brigantine, "Albatros." The four-day local visit of the brigantine was in connection with the advance promotion of Universal's "Twilight of the Gods," based on a book by Gann.

The "Albatros" is featured in the picture, and its arrival here was widely covered in New York newspapers.

Loew's Still Making 'Revitalizing' Changes

Loew's, Inc. is continuing its program of effecting changes within the company designed to "revitalize" it, Joseph R. Vogel, president, tells stockholders in a letter issued at the weekend preceding a full report on the annual meeting in February.

"We have come a long way under this program," Vogel states. "We are not finished. I can say, however, that we are working on it day and night and that we shall continue to do so until the job is done."

Vogel goes on to point out that release of all the "unprofitable pictures" made before he took office is almost completed.

UA Sets Distribution For Records Abroad

Contracts for the distribution of United Artists records in 23 of the world's major markets were signed last week, involving leading distributors in each territory, it was announced by Max E. Youngstein, president of United Records, Inc.

Arrangements were set in England, Germany, Australia, Italy, South Africa, Norway, Greece, Denmark, Switzerland, Finland, Holland, Sweden, India, Hong Kong, Pakistan, British West Indies, Israel, Lebanon, Syria, Iraq, Egypt and British East Africa. In all territories UA's record distributors will work closely with the parent company's subsidiaries or agencies, which handle film distribution in the same areas. In England, the new UA record distribution affiliate is Decca Record Company, Ltd. Negotiations are continuing for the other territories of the world.

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SAVE YOUR BEST
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MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
MAY	NEVER LOVE A STRANGER John Drew Barrymore, Lita Milan HONGKONG AFFAIR Jack Kelly, May Wynn — 79 min. (Rev. 4/21/58) DATELINE TOKYO Richard Loug, Michi Kobi SNOWFIRE (color) Molly McGowan, Don Megowan BULLWHIP (CS, color) Guy Madison, Rhonda Fleming	THIS ANGRY AGE (Technirama, color) Anthony Perkins, Silvana Mangano — 111 min. (Rev. 4/28/58) THE GODDESS Kim Stanley, Lloyd Bridges —105 min. (Rev. 4/16/58)	THE SHEEPMAN (CS, color) Glenn Ford, Shirley MacLaine—86 min. (Rev. 4/23/58) CRY TERROR! James Mason, Inger Stevens — 96 min. (Rev. 4/15/58)	MARACAIBO (VV, color) Cornel Wilde, Jean Wallace — 88 min. (Rev. 5/13/58)	TEN NORTH FREDERICK (CS) Gary Cooper, Diane Varsi —102 min. (Rev. 4/30/58) FRAULEIN (CS, color) Mel Ferrer, Dana Wynter — 98 min. (Rev. 5/7/58) THUNOERING JETS Dick Foran, Rex Reason	GOD'S LITTLE ACRE Robert Ryan, Aldo Ray — 110 min. (Rev. 5/12/58) FORT MASSACRE (CS, color) Joel McCrea, Forrest Tucker —80 min. (Rev. 5/2/58) TOUGHEST GUN IN TOMBSTONE George Montgomery—72 min. (Rev. 4/30/58) ISLAND WOMEN Marie Windsor, Vince Edwards THUNDER ROAD Robert Mitchum, James Mitchum — 94 min. (Rev. 4/25/58) EDGE OF FURY Michael Higgins, Lois Holmes — 70 min. (Rev. 5/8/58)	I MARRIED A WOMAN (RKO) George Gobel, Diana Oors—84 min. (Rev. 5/15/58) GIRLS ON THE LOOSE Mara Corday, Lita Milan—78 min. (Rev. 4/4/58) LIVE FAST, DIE YOUNG Mary Murphy, Norma Eberhardt—82 min. (Rev. 4/11/58)	THE LEFT HANDED GUN Paul Newman, Lita Milan — 107 min. (Rev. 4/29/58) VIOLENT ROAD Brian Keith, Dick Foran—86 min. (Rev. 4/30/58) STAKE-OUT ON OOPE STREET Yale Wexler, Jonathan Haze—83 min. (Rev. 2/20/58) TOO MUCH, TOO SOON Dorothy Malone, Errol Flynn — 121 min. (Rev. 4/17/58) MANHUNT IN THE JUNGLE (color) Robin Hughes — 79 min. (Rev. 4/21/58)	MACHINE GUN KELLY (AIP) (Superama) Charles Bronson, Susan Cabot THE BONNIE PARKER STORY (AIP) (Superama) Oorothy Provine, Jack Hogan STAGE STRUCK (RKO—BV) (color) Henry Fonda, Susan Strasberg—95 min. (Rev. 2/26/58) LIANI (OCA) (color) Marion Michael, Hardy Kreuger TIME LOCK (DCA) Robert Beatty, Lee Patterson THE SECRET (OCA) Sam Wanamaker, Mandy THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmaun, Hennelore Schroth HELL ORIVERS (Rank F. O. A.) (VV) Stanley Baker, Herbert Lom—91 min. (Rev. 5/13/58) ROBBERY UNDER ARMS (Rank F. D. A.) (color) Peter Finch, Ronald Lewis — 83 min. (Rev. 5/22/58)
JUNE	THE PAGANS Pierre Cressoy. Helene Remy CRY BABY KILLER Jack Nicholson, Carolyn Mitchell GUNSMOKE IN TUCSON (CS, color) Mark Stevens, Gale Robbins	THE LINEUP Eli Wallach, Robert Keith —86 min. (Rev. 4/30/58) THE CASE AGAINST BROOKLYN Darren McGavin, Maggie Hayes—82 min. (Rev. 5/15/58) LET'S ROCK Julius LaRosa, Phyllis Newman SHE PLAYED WITH FIRE Jack Hawkins, Arlene Dahl	THE LAW AND JAKE WADE (CS, color) Robert Taylor, Richard Widmark HAUNTED STRANGLER Boris Karloff, Jean Kent FIEND WITHOUT A FACE Marshall Thompson	HOT SPELL (VV) Shirley Booth, Anthony Quinn—86 min. (Rev. 5/14/58) ANOTHER TIME, ANOTHER PLACE (VV) Lana Turner, Glynis Johns — 98 min. (Rev. 4/18/58) SPACE CHILDREN (VV) Adam Williams, Michel Ray VERTIGO (VV, color) James Stewart, Kim Novak — 123 min. (Rev. 5/12/58) THE COLOSSUS OF NEW YORK (VV) Ross Martin, Otto Kruger	FROM HELL TO TEXAS (CS, color) Don Murray, Diane Varsi — 100 min. (Rev. 5/14/58) THE FLY Herbert Marshall, Vincent Price RX-MURDER (CS) Rick Jason, Marius Goring SPACE MASTER K-7 Bill Williams, Lynn Thomas GANG WAR Charles Bronson, Kent Taylor	THE LONE RANGER AND THE LOST CITY OF GOLO Clayton Moore, Jay Silverheel WINK OF AN EYE Johnathan Kidd, Ooris Oowling	HORROR OF DRACULA (color) Peter Cushing, Melisa Stribling — 82 min. (Rev. 5/6/58) THE THING THAT COULDN'T DIE William Reynolds, Andrea Martin—69 min. (Rev. 5/8/58) THIS HAPPY FEELING (CS, color) Debbie Reynolds, Curt Jergens — 92 min. (Rev. 3/19/58)	DANGEROUS YOUTH George Baker, Frankie Vaughan — 98 min. (Rev. 5/16/58)	TERROR FROM THE YEAR 5000 (AIP) Joyce Holden, John Stratten HOT ROD GANG (AIP) John Ashley, Jody Fair HIGH SCHOOL HELLCATS (AIP) Yvonne Lime, Brett Halsey THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt THE PROUD REBEL (BV) (color) Alan Ladd, Olivia de Haviland — 103 min. (Re . 4/4/58) LISA (DCA) Maria Schell, O. W. Fischer SENECHAL THE MAGNIFICENT (DCA) Fernandel, Nadia Gray DEFEND MY LOVE (DCA) Martine Carol, Vittorio Gassman DANGEROUS EXILE (Rank F.D.A.) (VV, color) Louis Jourdan, Belinda Lee
JULY	FRANKENSTEIN—1970 (CS) Boris Karloff, Jana Lund UNWED MOTHER Norma Moore, Robert Vaughn QUEEN OF OUTER SPACE (CS, color) Zsa Zsa Gabor, Eric Fleming	REVENGE OF FRANKENSTEIN Peter Cushing, Eunice Gayson THE CAMP ON BLOOD ISLANO Carl Mohner, Andre Morrell THE KEY (CS) William Holden, Sophia Loren GUNMAN'S WALK (CS, color) Van Heflin, Tab Hunter LIFE BEGINS AT 17 Mark Damon, Oorothy Johnson	GIGI (CS, color) Leslie Caron, Maurice Chevalier — 116 min. (Rev. 5/15/58) HIGH SCHOOL CONFIDENTIAL Russ Tamblyn, John Barrymore, Jr.	KING CREOLE (VV) Elvis Presley—116 min. (Rev. 5/21/58) ROCK-A-BYE BABY (VV, color) Jerry Lewis, Marilyn Maxwell	THE BRAVADOS (CS, color) Gregory Peck, Joan Collins THE NAKED EARTH (CS) Richard Todd, Juliette Greco SIERRA BARON (CS, color) Brian Keith, Rip Jason DESERT HELL (Regalscope) Brian Keith, Barbara Hale	NOT SET	A TIME TO LOVE AND A TIME TO DIE (CS, color) John Gavin, Lilo Pulver—132 min. (Rev. 4/1/58) KATHY O' (CS) Dan Duryea, Jan Sterling —99 min. (Rev. 4/24/58) THE LAST OF THE FAST GUNS (CS, color) Jack Mahoney, Linda Cristal	INDISCREET (color) Cary Grant, Ingrid Bergman NO TIME FOR SERGEANTS Andy Griffith, Nick Adams —111 min. (Rev. 5/7/58)	HOW TO MAKE A MONSTER (AIP) Robert Harris, Paul Brinegar WAR OF THE COLOSSAL BEAST (AIP) Roger Pace, Sally Fraser TANK BATALLION (AIP) Oon Kelly, Marjorie Hellen THE LIGHT IN THE FOREST (BV) (color) Fess Parker, Wendell Corey —93 min. (Rev. 5/2/58) NIGHT AMBUSH (Rank F. D. A.) Dirk Bogarde, Marius Goring — 93 min. (Rev. 4/25/58) WINDOM'S WAY (Rank F. O. A.) (color) Peter Finch, Mary Ure

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

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3ig Promotion

(*Continued from page* 1)

nd exhibitors early in June at Chi- ıgo, Cincinnati, Cleveland, Dallas, etroit, Los Angeles, Minneapolis, ew York, Pittsburgh, San Francisco, oronto and Washington. These eenings, it is figured, will stir up idespread word-of-mouth advertis- ıg.

"This screening procedure will emonstrate the effectiveness of Co- ımbia's developing plan to more osely integrate the activities of sales ıd publicity and promotion," Paul . Lazarus, Jr., Columbia vice-presi- ent, said here Friday.

Departments Combined

Under the new technique, the func- ons of the domestic and foreign ublicity departments are combined. is estimated that 25,000 persons ill see the picture in these advanced ıowings. Circuit publicity depart- ients will be alerted and made fa- iliar with all the details of the pro- ıotion plan.

The London premiere will be at- nded by Carl Foreman, who wrote ıd produced; Carol Reed, the direc- r, and William Holden and Sophia oren, the stars. Holden and Miss oren will also go to Brussels.

Investigator' to Star hapman and St. John

"The Investigator," an hour live olor mystery program originating in ew York, will start Tuesday, June at 8 P.M., EDT, on the NBC-TV etwork. It will star Lonny Chapman the title role and Howard St. John the part of the private investiga- r's father.

The program, an MCA production association with the NBC Televi- on Network, will be produced by . Mark Smith and directed by harles Rubin and William Graham. It will take the time-spot of the uesday night colorcasts which have arred Eddie Fisher and George Go- el on alternate Tuesdays.

BS Promotes Rapp

George J. Rapp has been appointed account executive in the Chicago ffice of CBS Television Spot Sales, rthur C. Elliott, Midwestern sales ıanager, has announced.

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Television Today

IN OUR VIEW

THERE is interest and a degree of significance in the report made recently to a luncheon gathering of the International Advertising Association in New York by Alfred R. Stern, chairman of the board of NBC International Ltd. It was a report based on a 40,000-mile trip just completed by Mr. Stern. The main point made by the traveler was that in every country where state-owned and operated television exists, there is a pressing need for private, commercial TV to round out the service.

•

Each system employed has its own special values, Mr. Stern found, and since state-owned TV has no need for attracting mass audiences, being untroubled by the necessity for making a profit (Oh, happy circumstance), programs can and are more attuned to cultural patterns—news, comment, information and discussion. Commercial TV, on the other hand, seeking large audiences and the resultant circulation required to attract advertising dollars, offer substantially more in the way of entertainment programming.

In other words, it becomes apparent that cultural material on television is not of the nature to attract the large body of audiences, anywhere. Entertainment, almost by practical definition, is lighter, brighter, less thought-stimulating and less provocative of discussion, than is the type of material falling into the cultural classification.

It is interesting to note that Mr. Stern describes his company as operating on a two-way street. He seeks to interest foreign stations in NBC programs, but at the same time is constantly in search of program material which will be suitable for use on American stations.

•

Mr. Stern cited the television situation in Britain as a prime example of state and private television systems working together, so to speak, to provide a nation's television audience with satisfactory and complete service. The BBC's high cultural level was all right as far as it went, but it failed to permit the audience a sufficiently wide range of program choice. So, as inevitably happens in the final analysis, the public compelled the institution of private or advertising-supported commercial television in Britain, for the simple reason that the BBC failed to provided the service needed—or desired—by the large body of the potential TV audience.

A vital point also made by Mr. Stern, is the fact that competition, in Britain as elsewhere, is the basis of advancement. When commercial television began to cut in too heavily to the BBC share of the TV audience, the state organization perforce had to meet the challenge—and did to the extent where it now has a reasonable share of the total audience.

He urged more concentration on the foreign market by American advertisers, in the support of commercial television abroad. He sees the development of commercial television throughout the world as of benefit to all. An interchange of programming material with foreign countries might well go a long way to furthering understanding among peoples. It could do no harm, certainly, and might do a great deal of good.

—*Charles S. Aaronson*

FCC to Hear Barrow On TV Net Report

From THE DAILY Bureau

WASHINGTON, May 25 – The Federal Communications Commission will take testimony in late June or early July from Dean Roscoe Barrow, author of the FCC's special study report on TV network practices.

The FCC wound up the first phase of its public hearings on the Barrow Report this past week, concluding weeks of on-again, off-again testimony from the networks, affiliated stations, and other broadcast groups. The second phase will be the testimony by Dean Barrow and officials who worked on the report with him. Barrow heads the law school at the University of Cincinnati.

TV Set Manufacture Exempted in Mexico

Special to THE DAILY

MEXICO CITY, Mex., May 25.—The great popularity that television has acquired in Mexico has induced the Ministry of National Economy to decree an exemption from taxes for the making of TV sets. This measure, the Ministry declared, will favor the manufacturer of national TV sets, and the public, at the same time, as more members of the working classes will be able to buy them at a lower cost.

New Daytime Serial Set with Pat Benoit

A new dramatic serial, "Today Is Ours," will be presented on the NBC-TV Network Mondays through Fridays (3-3:30 P.M., E.D.T.) starting Monday, June 30. The half-hour dramatic program will star Pat Benoit (of "Mr. Peepers" fame) as Laura Manning.

The program is being produced by Robert M. Rehbock, with Richard Dunn as executive producer. It will originate live from New York.

Who's Where

J. Robert Kerns has been named managing director of WAGA-TV, Atlanta, replacing **Glenn Jackson**, it was announced by the Storer Broadcasting Co., which owns the station. Kerns is already a vice-president of Storer.

□

Herbert B. Pearson has been appointed Eastern division manager for Guild Films, it has been announced by **Irving Feld,** vice-president for sales. Before joining Guild Films in 1955, Pearson served as sales manager and general sales manager for several radio stations for 15 years.

□

Ted Fetter has been elected a vice-president of the American Broadcasting Company by the board of directors of American Broadcasting-Paramount Theatre, Inc., it was announced by **Thomas W. Moore,** vice-president in charge of programming for ABC Television. Fetter will report to Moore.

Lists Program to Aid Broadcast Journalism

Special to THE DAILY

CHESHIRE, Conn., May 25 – Broadcast journalism "is generally not as free as other media," Sig Mickelson, vice-president of CBS, Inc., and general manager of CBS News, said here in a speech before the Connecticut Broadcaster's Association at its annual convention Friday. Mickelson offered a five-point program to correct the situation.

Referring to the "furor" caused in this country and in nations around the world by the "Face the Nation" interview with Russia's Nikita Khrushchev in June, 1957, Mickelson pointed out that similar interviews in the U. S. press occasion no special comment.

Mickelson also cited the House of Representatives' ruling barring tape recorders and microphones in committee rooms of Congress, a similar ban by the New York City Council, the American Bar Association's Canon 35, and "discriminatory" assignments of space and facilities at such major events as the upcoming government nuclear tests in Eniwetok, as examples of the "unequal" status of broadcast journalism.

In listing recommendations to the broadcasters, the CBS vice-president first stressed the need for improved personnel. Other suggestions were for an increased volume of original reporting; delivery quality performance at all times; the need for networks or stations to place their news operations "on a sound financial footing"; and greater unity among broadcasters when attacked.

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*These are the rates for many commodities. They are often lower for larger shipments. Rates shown are for information only, are subject to change, and do not include the 3% federal tax on domestic shipments.

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MOTION PICTURE DAILY

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ı Letter to House

)oor Is Closed 'o Tax Relief 3y Eisenhower

/ould Retain Corporate evy; Senate Fight Seen

By J. A. OTTEN

WASHINGTON, May 26. – The hite House came out today against y excise tax or income tax cuts.

The President outlined his stand letters to vice-president Nixon and ouse Speaker Sam Rayburn. He osed the door, as far as the Administration is concerned, on any reıctions in tax rates at this time, and ent far toward closing it for the tire session.

House Democratic leaders are excted to announce their support of e Administration's stand at a press

(*Continued on page* 4)

lovins Lauds Griffing; ells Telemeter Plans

From THE DAILY Bureau

HOLLYWOOD, May 26. – Louis Novins, president of International elemeter Corp., today made the folwing comment on the temporary osing of Bartlesville telemovies exriment.

"Everyone concerned with the fu-

(*Continued on page* 4)

More Schine Theatres)n Block; No Bidders

Special to THE DAILY

SARATOGA SPRINGS, N. Y., May 26. No bids were offered at an auction Schine's Strand Theatre in Hudson ılls, the Ritz in Granville and the egent in Amsterdam, held in the ueensbury Hotel (Sehine-owned) ıturday afternoon. It was not re-

(*Continued on page* 4)

Television Today Page 5

H. Mirisch Sees Four Important 'Revolutions' in U.S. Industry

By PETER BURNUP

LONDON, May 24 (By Air Mail)—Harold Mirisch, here, primarily, to negotiate for the production on the New York stage and on film of Lesley Storm's "Roar Like a Dove," commented to the press on the general state of the industry. "Developments now taking place," he declared, "will result in major and revolutionary changes in the American branch of the industry."

He crystallises those developments as follows:

1. The eventual divorcement of production and distribution;
2. The reorganisation of the present major film production companies into companies that will devote their efforts primarily to financing;
3. The change-over of the physical

(*Continued on page* 4)

Adams will Speak at Wisconsin Allied Meet

Special to THE DAILY

MILWAUKEE, May 26.—Horace Adams, president of Allied States, will be one of the principal speakers at the convention of Allied Independent Theatre Owners of Wisconsin, to be held June 17-19 at Oakton Manor at Pewaukee, Wisc. The theme of the convention will be business-building, and the yearbook format has been revised in keeping with this.

To be entitled "Showman's Hand-

(*Continued on page* 4)

'Talk Sense Crusade' Is Planned by Lippert

From THE DAILY Bureau

HOLLYWOOD, May 26 – "Theatremen have more to lose than either producers or distributors in not cooperating now," Robert L. Lippert, president of Lippert Theatres, will

(*Continued on page* 5)

TV Station Transfer Fees Urged by Harris

From THE DAILY Bureau

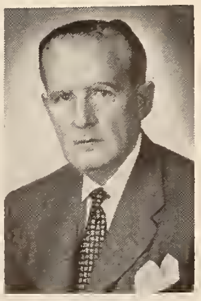
WASHINGTON, May 26. – House Commerce Committee chairman Harris (D. Ark.) said he would introduce legislation to turn over to the government part of any excessive prices that TV station owners receive when they dispose of their stations.

Harris indicated he hoped this

(*Continued on page* 5)

Ill-Equipped Theatres Hurt B-B Campaign, Says Lewis

Shabby and ill-equipped theatres were called a burden to the industry's business building campaign in a statement issued here yesterday by Merlin Lewis, executive secretary of the Theatre Equipment and Supply Manufacturers Association.



Merlin Lewis

Pointing to contributions of exhibitors as well as producers and distributors to a fund to "bring patrons back into the country's theatres" through advertising and publicity, he voiced the opinion that the effort cannot succeed in the long run unless thea-

(*Continued on page* 5)

Ontario Censors Praise Higher Film Standards

Special to THE DAILY

TORONTO, May 26. — O. J. Silverthorne, chairman of the Ontario Board of Censors, has commended the motion picture producers who brought "higher standards in the quality of entertainment" following revision of the Production Code in 1956 in the board's annual report issued this week.

The Saskatchewan Board, without a chief since the death last year of Rev. D. J. Vaughan, also issued a

(*Continued on page* 4)

Pinanski Says:

Industry Loans Should Have U.S. Guarantee

Basis for a Blueprint Of Its Economic Future

Special to THE DAILY

BOSTON, May 26.—Federal aid for the motion picture producer and exhibitor should be an integral part of any blueprint drawn for the industry's economic future, Samuel Pinanski, head of American Theatres Co., said today. Pinanski has advocated a blueprint for the industry to be drafted by its leaders, and was asked today what such a plan should include.

The government assistance fundamentally should consist of a guarantee of notes and loans of film companies which would induce banks and insurance companies to resume large scale film financing, he said.

"This industry needs longer term financing," Pinanski said. "Any blueprint for its economic future should include proposals for bringing this

(*Continued on page* 2)

20th-Fox to Release Four Films in June

Twentieth Century-Fox will release four productions during June, headed by the company's major summer release, the outdoor adventure drama, "The Bravados."

Also to be released are: "The Naked Earth," "Desert Hell" and "Space Master X-7."

SPG, Producers May Meet on Pact Tonight

From THE DAILY Bureau

HOLLYWOOD, May 26. – The Screen Directors Guild is expected to resume negotiations tomorrow night with the Association of Motion Picture Producers and the Alliance of Television Film Producers over demands for a new basic agreement contract. On May 3 the directors voted to stop work unless the employers signed a new contract within 30 days.

The subject was reported to have

(*Continued on page* 2)

PERSONAL MENTION

J. W. BANTAU, Fox West Coast Theatres director of purchasing and maintenance, was in Detroit over the weekend from Los Angeles.

•

Harry F. Shaw, division manager for Loew's Poli-New England Theatres in New Haven, Conn., has returned there with **Mrs. Shaw**, following a Southern cruise.

•

Clem Beauchamp, Stanley Kramer production manager, and **Rudy Sternad**, production designer, have returned to Hollywood from Australia.

•

Mrs. Manning Claggett has given birth to a girl in Annapolis. Father is director of the State Legislative Service for Motion Picture Association of America.

•

Fred R. Greenway, retired manager of Loew's Palace, Hartford, and **Mrs. Greenway** have temporarily postponed their departure for their new home in Los Angeles.

•

Amelia Scansaroli, of the Buena Vista exchange in Cleveland, has been married to **Michael Pacini**.

Krim Makes One Film, Acquires One Japanese

Special to THE DAILY

LOS ANGELES, May 26. – Mac Krim has returned from Japan where he produced a motion picture and acquired American rights for another production. His Japanese opus is entitled "Models for Murder," and Krim plans either to dub or caption the film for the English-speaking market.

The American rights are to "Sayonara No Shima" ("Island of Goodbye"). He has not announced distribution plans.

Krim is originally from Detroit, a member of a family which has been in exhibition for 50 years. This marks a return to show business from activities in West Coast real estate.

P. R. for Cinemiracle

CHICAGO, May 26.–Aaron D. Cushman & Associates has been appointed public relations counsel for Cinemiracle, the new screen process of National Theatres. Elmer Rhoden, NT president, has also named Bill Brevall to the position of promotional director here. "Windjammer," first picture in the process, opens at the Opera House on June 20.

SPG, AMPP

(*Continued from page 1*)

been ruled out of order when a member of the SPG attempted to bring it up at the group's annual election meeting here Friday night. George Sidney was named president of the guild for the eighth consecutive time, being prevailed upon by the membership to accept after he had made known his desire to step aside.

George Stevens was elected first vice-president by approximately 500 attending the meeting. Others elected include John Sturges, second vice-president; John Rich, secretary; Leslie Selander, treasurer. Named to the board were Claude Binyon, Frank Borzage, Aillis Goldbeck, Sheldon Leonard, Delbert Mann, Rich, George Seaton, William Wellman, and Robert Wise. Holdover board members include Delmar Daves, Cecil B. DeMille, Henry King, Mark Robson, Stevens, King Vidor, George Waggner and Don Wise.

Assistant Directors Named

Assistant directors elected Dick Moder, president of their council. Others elected were Ridgeway Rallow, first vice-president; Robert Vreeland, second vice-president, Jack Berne, secretary; Henry Brill, treasurer. Elected to assistant's council were William Beaudine, Jr., Ralph Black, Brill, Bruce Fowler, Jr., Paul Helmick, Robert Justman, Richard Mayberry, and Harry Sherman. Holdover council members are Eugene Anderson, Jr., Berne, Callow, Carter De Haven, Jr., Ray Gosnell, Frank Losee, Moder and Vreeland.

'Viking Week' Here Proclaimed by Wagner

Mayor Robert F. Wagner yesterday proclaimed New York's observance of "Viking Week," June 9-16, in honor of the world premiere celebration of Kirk Douglas' production, "The Vikings." The United Artists release will have a dual opening at the adjoining Astor and Victoria Theatres at Times Square on June 11 for the benefit of the Crown Princess Martha Friendship Fund under the sponsorship of the American-Scandinavian Foundation and the Norsemen's Federation.

Proceeds from the premiere will help finance a scholarship exchange for American and Norwegian students to study in one another's country.

UA 'Vikings' Lunch

Motion picture trade editors will be guests of United Artists at a Viking-style luncheon next Monday aboard the Norwegian-American liner Oslofjord in connection with the forthcoming world premiere here of Kirk Douglas' "The Vikings" at the Astor and Victoria Theatres on Broadway.

German, NSS Donate Prizes for Golf Fete

Foursome winners in the seventh annual film industry golf tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, N. Y., on Thursday, June 12, will be awarded prizes donated by William J. German, Inc. and foursome runners-up will each receive a prize donated by National Screen Service, it was announced yesterday by Martin Levine, tournament chairman.

Additional golf prizes and trophies are now being set and it is expected that everybody attending the banquet which follows the tournament, will get one of the door prizes being donated by industry companies and organizations.

Lider, Lockwood Will Speak on B-B Program

Special to THE DAILY

BOSTON, May 26. – Edward W. Lider and Arthur Lockwood, as local co-chairmen of the industry's business-building program, will speak to New England exhibitors at the Sindlinger ticket-selling workshop to be conducted by Mike Simons on June 3 at the Hotel Bradford. Lider and Lockwood will explain the purpose of the program and how the money will be spent during the luncheon period of the workshop.

Vidor Wins in Suit

Producer-director Charles Vidor yesterday won his suit in New York Supreme Court to secure the rights to film the life of the late dancer Nijinsky. Justice Henry Clay Greenberg ruled in favor of Vidor in his action, filed in 1955, against Oscar Serlin, Basil N. Bass and the widow of Nijinsky, Romala, in which Vidor claimed she had granted him exclusive rights to the life story of her husband. Serlin had charged he had the motion picture rights, secured through Bass.

'Marjorie' $700,000

Warner Bros.' "Marjorie Morningstar" will wind up tomorrow night with a "very strong" gross of approximately $700,000 for its five-week stay at Radio City Music Hall, Warners said yesterday. The company's "No Time for Sergeants" will open on Thursday over the Memorial Day holiday.

Rank Due in Columbus

Two Rank Organization films, "The One That Got Away" and "Night Ambush," will open Wednesday in a 10-theatre multiple run in Columbus, Ohio.

Industry Loa

(*Continued from page 1*)

about. One way of doing it wc be to obtain the government's l in guaranteeing the companies' lo acting through existing agencies employing the principles of the F or RFC procedures, in return fc small, additional interest charge."

This would result in putting ind try financing on a long term, ra than a current basis, Pinanski s and would give it a firmer base greater stability. Loans on the properties should be made avail to exhibitors similarly, he contend

Urges Industry Economies

"The industry can help itself effecting many economies, stream ing many of its operations in both tribution and production, and ducing the overhead of studios production costs by commissio more production by independent ducers. Procedures such as t should be included in an indu blueprint–everything that helps duce the cost of film should be a of it. But the companies' need long term financing is basic and government could and should make that possible by guarante industry loans.

Catholic Paper Praise 'Bernadette,' 'Marceli

Catholics have an obligation "support decency and beauty on screen," the "Brooklyn Tablet" clared in an editorial in its May issue.

Singling out two pictures for cial commendation, the Catholic cesan paper declared, "Our cries more such artistically and mor wholesome pictures will fall on ears if we fail to give 'Song of nadette' and 'The Miracle of M celino' the support they deserve."

Krim Aids N. Y. Fun

Arthur Krim, president of Un Artists, has been appointed chair of the amusements groups in the licly-owned corporations division the 20th anniversary campaign of Greater New York Fund.

NEW YORK THEATR

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"MARJORIE MORNINGSTAR"
Starring
GENE KELLY • NATALIE WOOD
A Warner Bros. Release • In WarnerColor
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. St Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vi Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, W ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockef Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-P dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as se class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies,

Toreador!

Bullfighting is one thing. Throwing the bull is another. Pardon us if we fight the bull without sidestepping the facts.

Recent authoritative bulletins tell us that *Trail*ers hit the bull's eye with the public . . . getting "top mention" for reliability over all other forms of motion picture advertising*. . . . and attracting $429 out of every $1,000 in box office admissions**.

These are the facts. Bully for trailers!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

---

*Opinion Research Corp. of Princeton Report for the Motion Picture Association.

**Sindlinger & Co. Survey prepared for a group of national theatre clients. Copies on request.

Telemeter

(Continued from page 1)

ture of the entertainment industry owes Henry Griffing a debt of gratitude. Mr. Griffing deserved to succeed. He had the vision to foresee the inevitability of a new method of distributing quality entertainment in the home and had the "guts" to pioneer its development. It is to his credit that he made public acknowledgement of specific mistakes in the Bartlesville approach while reaffirming his faith in the broad concept of pay television.

"The experience in Bartlesville confirmed Telemeter's basic philosophy of pay television. Mr. Griffing listed among the lessons learned in Bartlesville the following: 'The concept of a package of pictures for a fixed price is wrong. Subscribers must be charged by the picture, using a metering device . . . that will register the films viewed in each home.'

"Around the end of this year, Telemeter will be in operation in several communities with a system that provides identification of each individual program purchased . . . variable prices, complete freedom of program choice to customer . . . and permits him to pay in cash."

The communities considered are reported to include one near New York, another on the Coast and a third in Canada.

"In addition, Telemeter is now actively engaged in organizing a separate corporation with experienced personnel to develop and obtain a wide variety of live programs, both local and national. In a matter of weeks, Telemeter will make announcements signifying that pay television is moving from conversation into hardware, from planning into the market place," Novins concluded.

Adams Will Talk

(Continued from page 1)

book of Business-Building Ideas," the year book will alternate ideas for promotional schemes on one page and advertising on the other. Drive-ins and indoor theatres will be treated in separate sections.

Harold Pearson, executive secretary of the Wisconsin unit, has announced that so far over 100 exhibitors have registered for the convention.

AA Signs Lee Wilder

HOLLYWOOD, May 26 – Allied Artists and producer W. Lee Wilder today completed a distribution deal under which Wilder will produce two pictures, "Black Panic" and "The Phantom People" in Brazil.

Door Closed to Tax Relief

(Continued from page 1)

conference tomorrow morning. The conference will be held by Speaker Rayburn (D., Tex.) and House Ways and Means Committee chairman Mills (D., Ark.), following a meeting with Democratic members of the Ways and Means Committee.

The Administration's stand came as the President renewed his recommendation that Congress extend the 52 per cent corporate tax rate and excise rates on liquor, tobacco and autos, otherwise scheduled to drop July 1. There will be some attempts in the House committee to add to this bill excise-cutting amendments, but these seem unlikely to succeed.

In the Senate, however, the story is quite different. There will be a strong drive on the Senate floor to add on to this bill a long list of excise-cutting amendments, including possibly a further reduction in the Federal admissions tax.

The President's letter said that "consideration of fiscal measures will continue to be made in the light of the developing economic situation and with full regard to both the short and long range effects of any proposal." This seemed to leave the door open for tax cut proposals later if the economic situation remained bad, but press secretary James Hagerty said there is "no present intention on the part of the Administration" to approve any tax cut proposals.

The policy was worked out in advance among Treasury Secretary Anderson, Mills, Rayburn and Senate Finance Committee chairman Byrd (D., Va.).

The full Ways and Means Committee will probably meet and report out the Administration-requested bill Wednesday.

The Administration's stand and the stand of the House Democratic leadership does not rule out small business tax relief. In fact, both the Treasury and Congressional Democrats are prepared to move out such a bill shortly providing depreciation and estate tax relief for small firms.

Ontario Censors

(Continued from page 1)

report saying "Subjects of interest to more mature audiences, were, generally speaking, treated leniently. Eliminations were necessary in some cases emphasizing brutality, details of criminal action, sex, suggestive dialogue and primitive nudism."

Two films were banned in 1957-58 by the Saskatchewan Board, while 23 were approved after deletions. Film censorship is grouped with "fire prevention" and the Legislature voted $156,000 for these services in the current year.

Quite a few horror films were noted by Silverthorne among the 582 submitted to his board. Deletions totalled 198 for "possessing dangerous social impacts." The Department examined 28,216 specimens of advertising of which 528 were rejected and 82 released after treatment.

Sandy Howard Heads Lesser Ad-Publicity

From THE DAILY Bureau

HOLLYWOOD, May 26 – Sandy Howard, long-time radio and television packager, has been appointed vice-president of Sol Lesser Productions, according to announcement today by Sy Weintraub, new president of the organization. Howard will begin work immediately in his executive capacity as head of advertising, promotion and production.

Mirisch Sees

(Continued from page 1)

facilities of the major studios to a rental basis;

4. The increasing emergence of independent production organisations as the principal source of quality pictures.

"I sincerely believe," Mirisch said, "that these four changes will come about in the next five years and that, as a result, Hollywood will enter upon a new era of prosperity. My prediction is based on the fact that these four changes will help to eliminate the main problem that has plagued our industry for so long. It will eliminate the need for a production organisation to feed its own distribution set-up, which results in an automatic compromise with quality. Without the pressures of a distribution organisation, which demands constant product in order to justify its overheads, motion pictures will only be produced when the scripts are ready and when the right director and stars are also available."

Mirisch maintains that when the major studios become primarily rental studios another element of pressure will be eliminated. Overheads will be cut with an automatic reduction in overall budgets. All things being equal, this should mean greater profits. The present major companies will devote themselves almost entirely to financing; which will mean that creative artists will be on their own, he pointed out.

Stars in Atlanta for 'Proud Rebel' Premie

Special to THE DAILY

ATLANTA, May 26.—Three of
stars of "Proud Rebel"—Alan L
Olivia de Havilland and David L
—and its producer, Samuel Goldv
Jr., will arrive here from Hollyw
and New York today to att
Wednesday's charity premiere of
Buena Vista release.

The Ladds are coming on f
Hollywood, while Miss de Havill
is flying here from New York.
stars will participate in a series of
tivities during their visit clima
by their attendance at the open
All proceeds from the premiere, be
sponsored by the Ladies Commi
of the Variety Clubs of Atlanta,
go to the Mountain View Camp
underprivileged children.

3 More Schine Units

(Continued from page 1)

quired under the consent decree, t
these houses be purchased for thea
cal use.

Although no bids were made, wl
Stephen A. McDonald, vice-presid
of Joseph P. Day, Inc., of New Y
advanced to conduct the vend
there were reports at least one of
theatres might be sold later.

The Strand, currently open
weekend but scheduled for sum
closing within 10 days, was sub
to an "upset" price of $55,000. A o
and two-story brick building, wit
theatre capacity of 861, it has t
stores and several offices.

The Ritz, a 539-seater, with t
stores and several apartments, ha
minimum price tag of $45,000. It
presently being operated four day
week.

The Regent, closed for some ti
and empty of equipment, carried
upset figure of $40,000. The build
is a one- and four-story brick aff
Schine operates two other theat
the Rialto and the Mohawk, in A
sterdam.

Schine men attending were: Ho
ard M. Antevil, home office attorn
Arch Levine, head of the realty
partment; George W. Pugh, gro
manager for Glens Falls, Hud
Falls and Granville.

Kay to Film Novel

HOLLYWOOD, May 26 — Gor
Kay, former Universal producer,
purchased the motion picture rights
Paul De Kruif's novel, "A M
Against Insanity" and plans to beg
filming it in September. Larry Mar
has been signed by Kay to write t
screenplay, and Harry Keller is
to direct.

THE GEVAERT CO.
OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT
321 West 54th Street
New York 19
New York

GEVAERT
6601 No. Lincoln Ave.
Lincolnwood, Ill.
(Chicago)

GEVAERT
6370 Santa Monica Blvd.
Los Angeles 38
California

GEVAERT
9109 Sovereign Row
Dallas
Texas

GEVAERT
(CANADA) LIMITED
345 Adelaide St , West
Toronto 2-B
Ontario

Professional
MOTION
PICTURE
FILMS
release positiv

Television Today

V Station

(*Continued from page* 1)

uld end the "trafficking" in TV enses which his investigating subnmittee is now studying.

'Is occurs to me," he declared, iat it might be feasible to require yment of a transfer fee to the govument by the seller. The amount of fee would have to be determined the Federal Communications Comssion taking into consideration the ue of the physical assets of the stan and that portion of the station's od will which is due to the efforts the present operator. On the other nd, any portion of the purchase ce which is attributable not to any ort on the part of the seller but to scarcity of frequencies available the particular community would be e the Federal Government.

Will Be Introduced

"I am giving this proposal my eful attention and I am planning introduce an amendment to the mmunications Act along these es."

Harris said the high prices TV stans can bring increases the presres that applicants put on the FCC, d that his bill by eliminating "windl" profits on TV station sales might luce these pressures. He also said feared that the high prices buyers ist pay for stations frequently force stations into a type of programng which is not in the public erest."

The Harris subcommittee resumed arings today with testimony on alged political pressure put on the CC in connection with a Springfield ll.) channel grant.

ewine Named Head f N. Y. TV Academy

Robert F. Lewine, vice-president, levision network programs, NBC, is been elected president of the cademy of Television Arts and Scices at New York. Lewine, one of e founders of the New York chapr, has been first vice-president and iairman of the organization's Awards ommittee.

Robinson, Cronkite Named

The other officers elected to serve uring the 1958-1959 term are: Hubell Robinson, Jr., CBS executive ce-president, network programs, in ie post of first vice-president; Walr Cronkite, CBS news correspondit, and host of "Twentieth Century" second vice-president; Royal E. lakeman, attorney and TV producer, secretary; Henry White, Screen ems director of program procureent, is treasurer; and in the office assistant treasurer, Robert M. arr, TV and theatre accountant.

Sherwood Navajo Plea Brings KGO 'Blackout'

Special to THE DAILY

SAN FRANCISCO, May 26. – Don Sherwood, on his Wednesday and Friday programs over KGO, has been including a plea for aid from the U. S. Bureau of Indian Affairs for the Navajo Indians, who for centuries have occupied the arid regions of New Mexico and Arizona.

The BIA, claiming that Sherwood's comments were unjustly critical, took the matter up with the Federal Communications Commission, which, it is reported resulted in instructions from John Mitchell, ABC vice-president, to Jim Baker, KGO program director, to "tell Sherwood we'll cut him off the air if he mentions the Navajos."

In the course of Friday's program, Sherwood, interviewing Richard Egan, remarked, "I can't mention the Navajo Indians." He was blotted out with a "please stand by" signal, there was a 60-second musical interlude and the rest of the program was filled in with a film on safe driving.

This was followed by protests from all over the Bay area and from remote sections by wire. Congressman Claire Engel, chairman of the House Committee on Interior and Insular Affairs, contacted by phone, promised an investigation, saying the blackout constituted "interference with freedom of expression."

Nominations for Edison Awards Can Now Be Set

Nominations can now be made for the fourth annual "national station awards for serving youth," according to Charles Edison, honorary president of the Thomas Alva Edison Foundation.

The local television station and the local radio station that best serves youth in their communities during 1958 will receive an Edison award. Each award carries a scroll and an Edison scholarship of $1,000 to be used for college education, which the winning station presents to a high school senior selected by an appropriate committee of local educators.

Craig Stevens to Star In Adventure Series

The NBC-TV Network will present a new weekly adventure series tentatively titled "Peter Gunn" (Mondays, 9-9:30 P.M., N.Y.T.), starring Craig Stevens as a trouble-shooting adventurer named Gunn, it was announced by Robert F. Lewine, vice-president, NBC Television Network Programs.

The series, starting in the Fall (date to be announced), will be sponsored by the Bristol-Myers Company. The advertising agency for the sponsor is Doherty, Clifford, Steers and Shenfield, Inc.

Lewis Asks Improved Theatres

(*Continued from page* I)

tres are made "at least nearly as comfortable as the average living room."

"In conversations with many theatre owners during the past several months," Lewis said, "I have been told that many of them have recognized the fact that their theatres are not in the best of condition. Many of them say that as soon as business picks up a little more they will make improvements."

"These objectives are admirable, but then comes up the old question of which comes first, the chicken or the egg? Should the theatres be done over immediately or should the theatre owner wait for better business?

Wants Patrons Told

"No movie patron is going to continue to suffer the discomfort of a dirty, smelly and uncomfortable theatre when he can get at least some kind of entertainment in his own easy chair in front of the little black box. Many of the exhibitors the writer has talked to at conventions around the country state flatly that the patron doesn't even notice that improvements in a theatre have been made. The reason patrons don't notice improvements is that the theatre owner or manager doesn't tell them about it. It's as simple as that.

"The theatre equipment dealers of the country also are remiss if they don't cooperate with the theatres in promoting to the public the fact that new equipment has just been installed in a particular theatre. The new equipment can be anything. Seating, carpeting, a new screen, new lamps for more and better screen light can be publicized, as can the installation of new projectors, or whatever the theatre owner spends his money for, to give his patrons more for their money.

Cites 'Top-Notch Film Fare'

The primary consideration is for the run down theatres of the country to do something immediately about improvement. Because if they don't, the parade is most certainly going to continue to pass them by. No one wants any more theatres to close, but the smelly, uncomfortable theatre is most certainly going to be forced to close, and conversely, the theatre owner who makes his premises pleasant for the patron, is going to do bigger and better business with the top-notch film fare that the film companies are about to put into general release.

The condition of poor theatres described above relates to the 'conventional theatre.' But the older drive-in theatres, with broken ramps, poor screen light on a poorer screen, with tinny sound from an inadequate amplifying system, is most certainly going to lose out to his competitor unless he does something to improve his plant. Many drive-in theatre operators seem to be content to turn over their film buying and booking to someone else, to let a concessionaire handle the preparing and serving of food to his patron without being very deeply concerned with what and how his patrons are served.

The theatre owner cannot expect to benefit from the motion picture industry's business building campaign unless he is willing to take a good look at his own operation and decide whether or not the potential movie patron is going to come back to his individual theatre and be satisfied with his comfort."

Cleary-Strauss & Irwin Is Engaged by Desilu

From THE DAILY Bureau

HOLLYWOOD, May 26 – Cleary-Strauss & Irwin has been retained by Desilu Productions, Inc., as national public relations counsel, it was announced today by Desi Arnaz, president. CSI will coordinate all of its activities on behalf of Desilu with Ken Morgan, company's public relations director.

Howard McClay, former motion picture editor and columnist of the "Los Angeles Daily News" and most recently public relations director for "Queen for a Day," has joined the CSI staff and will function as liaison on "Desilu Playhouse" and other Desilu activities.

'Talk Sense Crusade'

(*Continued from page* 1)

tell exhibitors in an eight-week "talk sense crusade" covering every U.S. and Canadian exchange center. He will leave Saturday to plead directly to theatremen, salesmen and bookers for closer liaison between exhibitor and producer. He predicts a substantial upsurge at the boxoffice and the recapture of a hefty percentage of the public-entertainment dollar by an enthusiastic rebirth of ticket-selling showmanship.

Operator of 66 theatres, Lippert expresses confidence in the policy of Spyros P. Skouras and Buddy Adler, of 20th Century-Fox in spending more money on more and bigger pictures than ever before. As a feature of his tour, he will conduct exhibitor seminars and screenings of upcoming product.

O. H. Stacy, 73

ALBANY, N. Y., May 26.—Funeral services were held today for Oliver H. Stacey, 73, who at various times had been owner, partner or manager of the Colonial, the Majestic and the Empire Theatres in this city. Stacy died at his home Friday, after a long illness.

CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue
WHEN QUALITY AND SERVICE IS A MUST get your SPECIAL TRAILERS From Good Old Dependable FILMACK

DON'T BE AFRAID OF **THE FLY**

EVEN IF IT SCARES THE WITS OUT OF YOU

* Nothing to fear
once you set aside
choice playing time
in July
for 20th's
shock-surprise
showmanship special!

ONCE IT WAS HUMAN–
EVEN AS YOU AND I!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 104 NEW YORK, U.S.A., WEDNESDAY, MAY 28, 1958 TEN CENTS

Stresses Confidence

'Optimism' Key To 1958 Plans, Says Warner

Cites Slate of 45 Films Completed or in Work

By **SAMUEL D. BERNS**

HOLLYWOOD, May 27 – "Optimism" was defined today by Jack L. Warner, president of Warner Brothers, as the key word for the studio's projected program of production extending throughout 1958, with 10 major films now in work or scheduled for production during the summer.

"As evidence of our confidence in theatre motion pictures, Warner Brothers has 35 important produc-

(*Continued on page* 5)

Scranton Corp. Buys Roach Studio Control

By **VINCENT CANBY**

All the major stock of Hal Roach Studios has been acquired by Scranton Corporation, which henceforth will operate the Hollywood organization as a wholly owned subsidiary, Alexander L. Guterma, president and board chairman of F. L. Jacobs Company, major stockholder in Scranton, and Hal Roach, Jr., announced here

(*Continued on page* 4)

NTA Granted Delay in Suit Against UA Corp.

National Telefilm Associates has been granted a delay in the trial of its suit against United Artists and others through a new ruling in the case by Supreme Court Justice Steuer, reported here yesterday. In the suit, which has been pending for some time, NTA

(*Continued on page* 5)

Television Today Page 6

177 Features to Year's End Set For Orderly Distribution: Hyman

Nine national distributors will release a minimum of 177 features from May to the end of the year, according to information obtained by Leonard Goldenson, president of American Broadcasting-Paramount Theatres, and Edward L. Hyman, vice-president, from distribution executives in their continuing campaign for orderly releases.

Edward L. Hyman

Hyman said yesterday the number is believed to be numerically more than for the same period last year and that qualitatively it is assuredly better. He said that

(*Continued on page* 5)

B-B Meetings Set in Newark and Pittsburgh

Exhibitors in two more Eastern cities will hold meetings Tuesday to hear the business building campaign radio spot record and make their pledges to the campaign, Compo reported here yesterday. The meetings are in addition to one on the same day in Boston, as reported in MOTION PICTURE DAILY yesterday.

Exhibitors in the New Jersey area will confer at Newark at 10:30 A.M., according to George Gold, chairman of the Federation of New Jersey Theatres. Maurice Bergman, co-ad-

(*Continued on page* 6)

Sack Defends Boston Film Buying Policy

Special to THE DAILY

BOSTON, May 27.–A denial that he monopolizes the best, new product released in this area was entered today by Ben Sack, president of Sack Theatres here.

Sack said he felt he was the person referred to by Samuel Pinanski, president of American Theatres here, in a story in MOTION PICTURE DAILY of May 22 when he said a Boston exhibi-

(*Continued on page* 5)

May Make New Plea for SBA Drive-In Loans

From THE DAILY Bureau

WASHINGTON, May 27.–The Senate Small Business Committee will probably make a new plea to the Small Business Administration to make drive-in theatres eligible for SBA loans.

Committee officials indicated this following receipt of a letter from Philip Harling of the Theatre Owners of America asking the committee to make a new pitch to SBA. The agency last month turned down an earlier

(*Continued on page* 6)

British Producers Tell How Being Horrible is Good for Business

By **FLOYD E. STONE**

(Picture on Page 2)

James Carreras, who has made Dracula into a science, an art, a literature, and certainly big business, and Tony Hinds, his co-partner in a horribly busy Hammer Productions, were guests of Universal yesterday at luncheon in the Laurent restaurant, along with their "Dracula" (Christopher Lee) and good guy (Peter Cushing). And all were hosts to trade writers, to whom they talked about the opening last night at the Mayfair of "Horror of Dracula" and the good fortune that attends badness.

Mr. Carreras estimates he now makes about ten per cent of British pictures, all of them horrible or at least amusing. He claimed three, the aforementioned, "The Camp on Blood Island" and "Further Up The Creek" are sensational, financially that is. Even the Rank people admit it, he and his friend and host, Alfred Daff, commented. He's making successors: for instance, "Further Up The Creek," another Dracula, and "Frankenstein Created Woman." He asserts he's made 54 pictures, none has failed,

(*Continued on page* 2)

Strongly Supported

Congressmen Back Tax Stand Of Eisenhower

House Leaders Opposed To Cuts; Senate May Act

From THE DAILY Bureau

WASHINGTON, May 27. – Top Congressional leaders lined up behind the Administration's stand against any excise tax cuts or other broad individual or corporate tax cuts this year.

They made only one exception, also agreed to by the Administration: a small business tax relief bill, covering the bigger depreciation allowances and easier estate tax treatment.

The only hope for excise cuts seemed to lie in a possible rank-and-file movement of the Senate floor. The main impetus here, however, is for reduction in the auto and transportation taxes; so far, there's been little mention of the admissions tax.

The House Ways and Means Committee will hold closed-door hearings tomorrow, and may vote, on a bill to continue for another year the 52 per cent corporate tax rate and pres-

(*Continued on page* 6)

SDG and Producers Confer Tonight on Pact

From THE DAILY Bureau

HOLLYWOOD, May 27. – Representation of the Screen Directors Guild will meet with motion picture and television producers tomorrow night at the headquarters of the Association of Motion Picture Producers here in a final effort to reach an agreement to ward off the SDC June 2 deadline for a walkout.

Herman Robbins Will Remain on MPA Board

Herman Robbins, president of National Screen Service, announced yesterday he had withdrawn his letter of resignation from the Motion Picture Association.

Robbins will continue to serve as a member of the MPA board, representing NSS, the announcement stated.

PERSONAL MENTION

JAMES E. PERKINS, president of Paramount International, will leave here by plane today for Paris and other cities of Europe.

•

LEO F. SAMUELS, president of Buena Vista; IRVING H. LUDWIG, domestic sales manager, and NED CLARKE, foreign sales manager, have returned to New York from Hollywood.

•

BRUCE EELS, head of United Artists Television, left New York yesterday for the Coast.

•

MRS. DAVE TOBIN has given birth to a son, her third, at Mary Immaculate Hospital, Long Island. Father is in the treasury department of Motion Picture Association of America here.

•

HOWARD MINSKY, Eastern sales manager of International Telemeter Corp., is in Toronto today from New York.

•

DAVID LEWIN, film critic of the London "Daily Mail," will return to England today from New York via B.O.A.C.

AIP Will Concentrate On Domestic Market

From THE DAILY Bureau

HOLLYWOOD, May 27. — American-International Pictures will in future concentrate on new features at budgets that can realize a profit from domestic exhibition alone. AIP executives James H. Nicholson and Samuel Z. Arkoff declared here, following a 30-day survey of Europe. They view the world wide market as "risky and misleading," they said.

"Expectation of profit from the foreign market is forcing American film makers into dangerous expenditures which led to failure more often than not," Nicholson declared. "Producers should make pictures for the U.S. and Canada first and stop counting on the foreign market. It is tough enough making features for successful exhibition here, let alone trying to make pictures which will satisfy a hundred other markets around the world."

During their foreign survey the AIP men tabulated the "Thou-Shalt-Nots" of 12 European countries and expressed their "bewilderment" that anything was left to show "after a feature had passed through the various national film courts."

M. P. DAILY picture

Horrifically happy—Tony Hinds, Jim Carreras, Alfred Daff, Peter Cushing, Christopher Lee.

Further Comments Made On U.S. Films Impact

Supplementary comments from internationally known personalities on the impact and effect of U.S. motion pictures abroad have been received by Eric Johnston, president of the Motion Picture Association, and were released here yesterday.

Johnston first released a report on the subject back in April in which he said that 85 per cent of American films shown in foreign countries create "a favorable attitude" toward this country. The statement was based on a survey designed to answer criticisms of the influence of Hollywood films abroad that are heard from time to time.

Views by Foreign Officials

The supplement to this report issued yesterday contained comments from such persons as President Juscelino Kubitschek of Brazil; Viscount Kemsley, chairman of the Kemsley Newspapers of Great Britain; Nagataka Murayama, president of the Asahi Shimbun, Japan's largest newspaper; and J. B. Frizell, OBE, director of education, city of Edinburgh, Scotland.

'Dracula' Has Bow Here

Universal's "Horror of Dracula" had a midnight preview at the Mayfair Theatre here last night with many macabre "fixings," including "courage cocktails" for the audience and an opportunity to file their last will and testament before seeing the picture. Stars of Broadway legitimate shows accepted invitations to the festivities, which included a midnight to 6 A.M. "color radio cast" on WOR's "Long John Show" heard in a 27-state area.

Decca Dividend

Directors of Decca Records, Inc. yesterday declared a regular quarterly dividend of 25 cents per share on the company's capital stock, payable June 30, to stockholders of record June 16.

Strong Carbon Arcs at Brussels World's Fair

Six of the most powerful carbon arc spotlights ever built have just been shipped by the Strong Electric Corp., Toledo, to the Brussels World's Fair, to be used for the Wild West and Rodeo Show produced by George Murphy, film executive.

Designed for Long Projection

According to Arthur J. Hatch, president of Strong Electric, the spotlights, which are high-intensity, D. C., were designed for the especially long projection distance required by presentation in a tent measuring 232x371 feet. They have automatic arc controls and built-in power conversion transformers and selenium rectifiers, thus requiring no heavy rotating equipment.

Industry Credit Men Elect New Officers

The motion picture industry credit group of the National Association of Credit Men has elected the following officers for 1957-58: chairman, Joseph A. Tanney, SOS Cinema Supply; vice-chairman, Kern Moyse, Peerless Film Processing; committeemen, Jack Fellers, Du-Art Lab; Walter Lynch, Mecca Lab; Everett Miller, RCA Film Recording. The group includes film processing companies, equipment dealers and service and financial organizations.

Senate Names Wright

WASHINGTON, May 27. – Robert L. Wright, who prosecuted the Paramount case as a Justice Department anti-trust division attorney, has been named chief counsel of a Senate Judiciary Subcommittee studying patents, trademarks and copyrights.

'Rooney' Here June 5

The Rank Organization's Irish comedy, "Rooney," will have its American premiere at the Sutton Theatre here on Thursday, June 5.

UK Producers

(Continued from page 1)

now that he's a horror specialist h hopes it's a career; and as for horrified London newspapers who, for instance (the Daily Express) call hi "King of Nausea," he said the newsmen obviously all are his friends.

He added he is in a fortunate position; all the majors are chasing hi now. He thanked Universal especiall for the way, he said, it is puttin Dracula over, and said its promotio department is one of the finest he' ever seen. He and his associates return to London tomorrow evening.

Luncheon yesterday also was birthday, Christopher Lee's. Hi 657th.

First Canadian Feature World Premiere Set

Special to THE DAILY

TORONTO, May 27—"Now Th April's Here," the first feature film t be made by a company operated an financed entirely by Canadians, wi have its world premiere at the Town Cinema here on Thursday night, Jun 19, it was announced by Internation Film Distributors, which is releasin the picture.

The opening audience will inclu top Federal, provincial and civic di nitaries and actors, musicians an writers from television and radio. Al to attend will be the new film's pr ducing-directing team of Norm Klenman and William Davidson, t author Morley Callaghan, and t stars.

"Now That April's Here" was sh entirely on location in and arou Toronto with Canadian performe and technicians. It is made up four different stories, all written Callaghan.

One Accounting Dept. For NT, Intermountai

Special to THE DAILY

DENVER, May 26.—The Fox Int mountain Theatres accounting d partment, headed by Harry Gre treasurer, will move to Los Ange to be merged with the accounting d partment of National Theatres July

Meanwhile it was announced t Fox Intermountain has scheduled summer convention in Salt Lake Ci July 29-30.

Davis Now Executive V-

Tyler Davis, senior vice-preside of Endorsements, Inc., has be named executive vice-president a chief administrator of the company, was announced yesterday by Jules A berti, president. Davis will contin to function also as chairman of t company's executive committee.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vinc Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Wa ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefel Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pre dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a y as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as seco class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 1

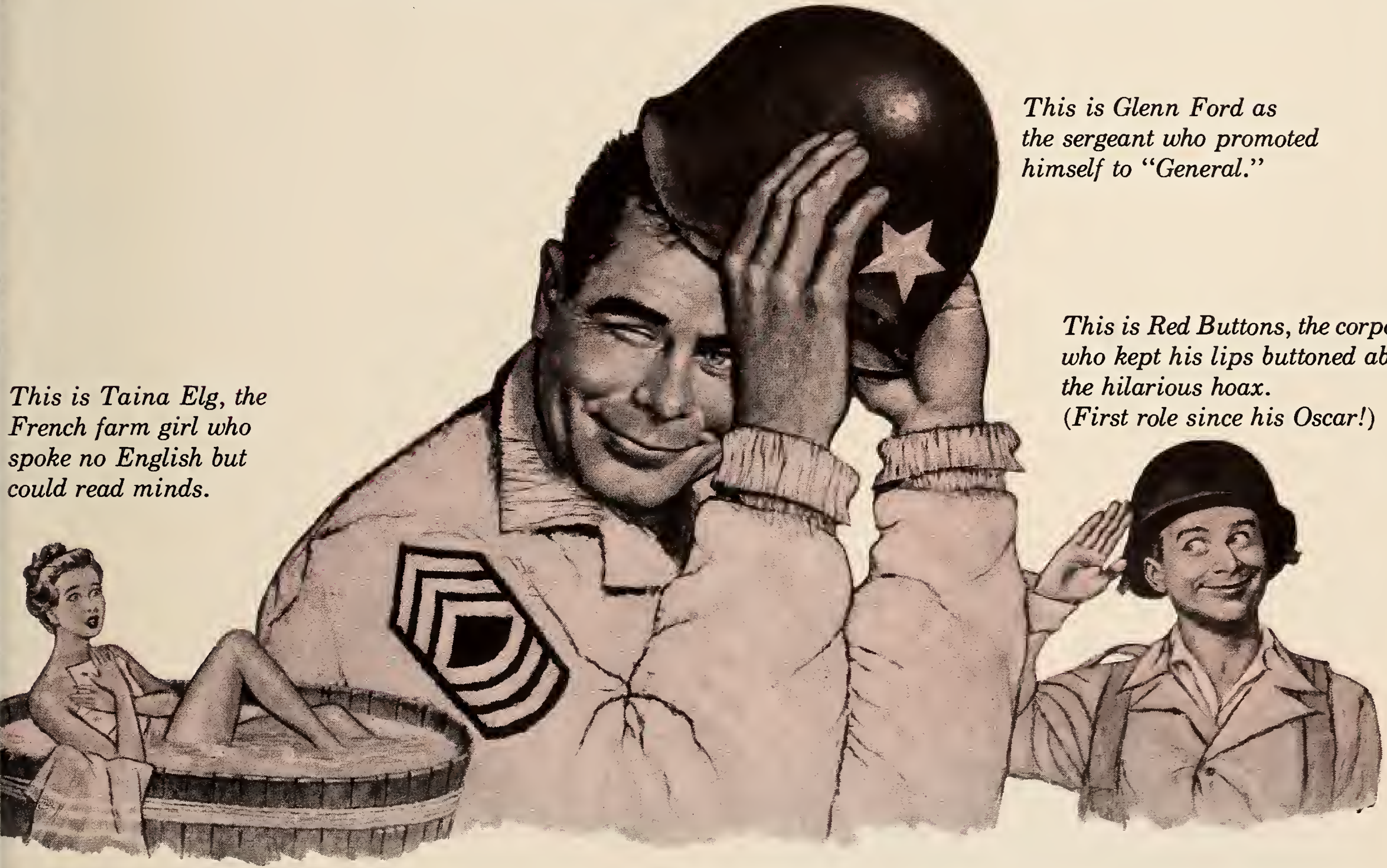
THE FANS ASK:

"Give us more fun like
'Don't Go Near The Water'!"

SUGGESTION
BOX

M-G-M ANSWERS

(With another riotously funny entertainment!)



This is Glenn Ford as the sergeant who promoted himself to "General."

This is Red Buttons, the corporal who kept his lips buttoned about the hilarious hoax. (First role since his Oscar!)

This is Taina Elg, the French farm girl who spoke no English but could read minds.

M-G-M presents

THE WILDEST SNAFU THE ARMY EVER KNEW

GLENN FORD in

IMITATION GENERAL

Co-Starring **RED BUTTONS · TAINA ELG**

with **DEAN JONES** · Screen Play by **WILLIAM BOWERS** · Based On the Story by WILLIAM CHAMBERLAIN

In CinemaScope · Directed by **GEORGE MARSHALL** · Produced by **WILLIAM HAWKS** · An M-G-M Picture

M-G-M BACK ON TOP IN '58!

Scranton Corp.

(Continued from page 1)

yesterday at a joint press conference.

Included in the acquisition, which was said to involve the transfer of "cash, stock and long-term notes representing in excess of $12,500,000," are all the properties belonging to Hal Roach Studios, its physical plant in Culver City, all TV and motion picture properties and film library. Roach himself becomes the second largest stockholder in Scranton and joins its board of directors.

A Lace-Making Firm

Scranton, the acquiring corporation, is a 60-year old lace manufacturing company of Scranton, Pa. Its diversified interests now include the manufacture of aerosol cans and electronics equipment. F. L. Jacobs, of Detroit, the parent company, is described as a leading manufacturer of automotive parts. It just recently acquired the Symphonic Electronics Corporation, manufacturers of conventional and high fidelity phonographs.

At the press conference held yesterday in the Jacobs Company's New York offices, Guterman said the Roach purchase had been made because Scranton "believes in the entertainment industry. TV has hardly seen the beginning of its full potential. We want to be in on the ground floor of the new expansion."

'Growth Program,' Says Roach

Roach said he looked on the move as part of a "growth program." As a result, he continued, the Roach Studios will have the financial backing to expand into all phases of the entertainment industry.

Most importantly, he said, the move will allow the Roach Studios to either buy or build up its own national and international TV distribution organization, and to return to the field of theatrical production, in which it has been more or less dormant since 1948 when it started to concentrate on TV production.

Roach said that negotiations for theatrical properties are currently underway and that if present plans materialize, work will begin on the company's first theatrical feature in July, with five more to follow in the succeeding eight months. The first of these would be shot in Hollywood, he said, but later properties might be shot abroad, as is intended with some of the company's forthcoming TV properties.

Silent Regarding Music Company

Roach declined to indicate whether the Studios' expansion into "allied entertainment fields" would include the organization of a music and recording subsidiary ("Some of our customers are in that business") but he left the impression that it was a possibility.

Roach continues as head of the organization, founded by his father, with a five-year employment contract to the company, "with options."

In the course of the press conference it was also brought out that Roach Studios last year did between $9,000,000 and $10,000,000 in gross sales and that Scranton did approximately $7,000,00 and had a loss of $360,000. Scranton stock is traded over-the-counter, while Jacobs, which expects to do between $48,000,000 and $50,000,000 in sales this year is listed on the American Stock Exchange.

REVIEW:

Indiscreet

Grandon—Warner Brothers

FOR HER FIRST film since winning the Academy Award a year ago, Ingrid Bergman has joined her popular co-star, Cary Grant, to make a beautiful, sophisticated, if featherweight, comedy, "Indiscreet." Some years back the two made box office history in "Notorious," and, while this is an entirely different sort of film, it benefits tremendously from the nearly perfect blending of two top talents.

Their new vehicle, the screenplay for which was written by Norman Krasna from his own stage play, "Kind Sir," will present some problems in the general market. In its point of view, subject matter and manner of execution, it is strictly adult fare, with its principal appeal, probably, for the ladies.

The story has to do with a famous London actress, Miss Bergman, who quite willingly enters into a clandestine affair with an American diplomat, Grant, on the assumption that they can never be married because he has a wife back home who will not divorce him. Later she learns that Grant does not have a wife. He uses this excuse simply to avoid questions of marriage. The switcheroo, before they do head for the altar, is that she proposes they go on with their previous, extra-legal relationship while he is pleading that she marry him.

It must be admitted that this central situation is handled with taste and discretion. There are no objections on that score. However, producer-director Stanley Donen and the stars have been hard put to find very much wit in the Krasna screenplay. The first half of the film, almost totally without action or real conflict, details the falling in love of the pair. The last half, recounting Miss Bergman's elaborate plans to make Grant propose to her, is a good deal more spritely and gay, with some funny lines and situations.

THE LADIES undoubtedly will appreciate this story of female triumphant over the wily male, as well as the lovely clothes and settings in which Miss Bergman moves with such style. They may also shed a tear or two over her predicament, for Miss Bergman is incapable of giving an insubstantial performance or appearing as an inconsequential personality. Grant too is fine, and when the script allows him the chance, as in a ballroom sequence, he performs with as much comic buoyancy as he ever did.

Phyllis Calvert and Cecil Parker provide good support as Miss Bergman's well-meaning sister and brother-in-law. The physical production, photographed in excellent Technicolor, is sumptuous. Though most of the action is confined to Miss Bergman's apartment, there are some beautiful photographed outdoor scenes of London at evening and at night. Sammy Cahn and James Van Heusen have contributed a title song of haunting theme which, conceivably, could be used to exploitation advantage.

Others in the cast include David Kossoff, Megs Jenkins, Oliver Johnston and Middleton Woods. The film is a Grandon production for Warner release.

Running time, 100 minutes. Adult classification. Release, July 26.

VINCENT CANBY

MGM Plans Janis Film

A film based on the life of Elsie Janis, famous entertainer of World War I days, is planned by MGM. Adela Rogers St. John and Ralph Wheelwright have been engaged to do the screenplay from Miss Janis' autobiography.

'Happy' in Bow Today

CLEVELAND, May 27 – Universal's "This Happy Feeling" will make its world bow at the Allen Theatre here tomorrow, launching a series of key city dates for the Memorial Day weekend. Other openings will include the Boyd in Philadelphia, the Capitol in Washington; the Liberty in Portland, Ore.; the Oriental in Chicago; the Music Hall in Seattle and the Kentucky in Louisville.

Mrs. Bernard Kleid

Funeral services will be held today in Forest Hills for Mrs. Bernard Kleid, whose husband is with National Theatre Supply here. Services will be at Forest Park Chapel at 12:15 P.M.

Urges Allied Buying fo
All Illinois Independent

Special to THE DAILY

CHICAGO, May 27 – Allied Thea tres of Illinois is sending out to ever independent exhibitor in the stat including both conventional and driv in theatres, an invitation to join i buying and booking department.

This move is being made, accor ing to Jack Kirsch, president of Ill nois Allied, as a means of convincir these exhibitors of the need for militant buying and booking orga ization" to aid them in coping wi the manifold film-buying problen facing them."

50% Buy Through Allied

This is the first time that Illinc Allied has approached the matter a state-wide basis. Out of the orga ization's membership of 140, mo than half of this number chann their buying and booking through t Allied buying and booking depa ment.

Kirsch will call a meeting short at some centrally located point discuss the matter further with i terested exhibitors.

Would Provide Extra
Funds for USIA Work

From THE DAILY Bureau

WASHINGTON, May 27. – T Senate foreign relations committee h added to the Administration's forei aid bill a provision to grant ext money to the Information Med Guaranty program.

This program guarantees film co panies, book publishers and oth that they'll be able to convert i dollars at least part of their earnin in certain foreign countries wh otherwise they might not opera U.S. Information Agency officials, w administer the program, have testifi that it will run out of funds som time during the next six months.

The foreign relations committ amendment to the foreign aid b would provide a means for perio replenishing of the funds for this p gram, so that it can keep going on long-term basis. The committee s it hoped the new financing arrang ments would "contribute to the co tinuing success of a most valua program."

Allen Asks Restoration
Of House's USIA Cuts

From THE DAILY Bureau

WASHINGTON, May 27. – U Information Agency director Geor V. Allen has asked the Senate to c cel House cuts in his agency's a propriations for the year starting J 1. He asked a Senate Appropriati Committee to vote the full $105,00 000 originally requested by Congr by the President. The House had $6,400,000 from this total.

Extra funds are particularly need Allen said, to strengthen the moti pictures, radio and information cen programs.

ays Pictures Today eed 'Strong Meat'

Pictures today must contain "strong at" for a dual reason—to meet tele- ion competition and to fulfill the lustry's social obligation, according Albert Zugsmith. The independent oducer has a six picture commit- nt with M-G-M, the first of which, igh School Confidential," is ready release.

Bustling, energetic, and amazingly oductive, Zugsmith came to the in- stry with a working newspaper ckground, a trait which accounts his interest in contemporary sub- ts. "High School Confidential" als with the menace of marijuana diction in high schools today and, cording to Zugsmith, "preaches a oral lesson but not a soapbox ser- on." This is done, he declares, by tting the lesson in the mouths of high school youngsters them- ves.

Preparing Four

Properties he is preparing for pro- ction now—dates are uncertain be- use "you never know when the stu- will tell you you can start shoot- "—include "The Beat and Naked neration," based on a magazine ticle by Judge Morton Frank; "One ife Is Enough," a comedy for "a ange of pace"; William Faulkner's vel of the South after the Civil ar, "The Unvanquished"; and ight of the Quarter Moon," a story miscegenation.

The producer enlarged on the dif- ulties of independent production in ollywood today, particularly the ntrol exercised by big name stars d their agents, but declared that e revolution in the production field ll be good for the industry in the g run.

In Atlantic City Today

He leaves today for Atlantic City th Jan Sterling, Jackie Coogan, harles Chaplin, Jr., and Diane Jer- ns. "High School" will have a bene- world premiere at the Apollo Thea- there tomorrow night.

idoscope Corp. Takes ines of Lenses Over

The Walter Futter-Vidoscope lines lenses for both 16mm and 35mm, ve been taken over by the Vido- ope Corporation of America, of hich the late Mr. Futter was owner. rs. Betty Futter, his widow, is now esident, and John Dulber secretary d general manager. Dulber joined e Futter organization in 1954, after ting as sales representative for sev- al manufacturers in South America.

The Vidoscope Corporation now ndles a complete line of objective d anamorphic lenses for 35mm and mm projection and photography. e domestic sales will continue to through theatre and photo supply alers, and export sales will be ndled directly through foreign alers. The home office remains here 730 Fifth Avenue.

177 Features Set for Orderly Distribution

(*Continued from page* 1)

the scheduled releases for the final quarter of the year also show a marked improvement over the last quarter of 1957, when quality releases were few and theatre attendance experienced one of its most drastic declines.

The information obtained by Goldenson and Hyman will be collected in booklet form and distributed to more than 800 exhibitors in all parts of the country whose endorsement has been given to the work of the AB-PT executives in the interests of orderly release of quality product. The schedule also will contain information on some of the 1959 releases of the nine companies. Hyman said this will be augmented at the end of September by as complete information as can be obtained on the release schedules of all the companies for the first nine months of 1959.

By obtaining well-spaced release of quality productions, in place of their concentration during holiday periods and the summer season, the AB-PT executives feel that distributors as well as exhibitors will be benefited. Hyman reminded exhibitors that the advance release information will aid them in planning advertising and promotional campaigns and other sales efforts to obtain maximum results from each booking. In this way, he said, exhibitors can help themselves and at the same time encourage distributors to release their best pictures without regard to holidays and special seasons.

Stresses Condition of Houses

Hyman also urged exhibitors to give the maximum attention to the condition of their theatres, especially to cleanliness, interior and exterior lighting, sound and projection, comfort and service.

The reports on the release schedules for the balance of the year will take the place of a joint meeting of exhibitors and distributors planned earlier by the AB-PT officials for this summer, but later cancelled.

Status of the releases by company from May to the end of the year as shown in the AB-PT report is as follows:

Allied Artists, 16, with December releases not set yet; Buena Vista, six, with three additional scheduled for early 1959 release; Columbia, 31, with four set for 1959; MGM, 18, and eight set for 1959; Paramount, 18, and five set for 1959; 20th Century-Fox, 32, and five set for 1959; United Artists, 26, and 16 for 1959; Universal, 17; Warners, 13 (from July to December) and five for 1959.

Additions May Be Made

All of the schedules contain well-spaced quality releases, Hyman pointed out and are subject to additions or other changes.

Sack Defends

(*Continued from page* 1)

tor (unnamed) is getting "all of the new, strong product." Pinanski said this was hurting other theatres in the city and questioned the economic soundness of a policy that made it possible.

Sack conceded his four theatres, the Gary, Saxon, Capri and Beacon Hill, book quality product and play it long run, but protested that "surely, there are more than four good pictures available to my competitors."

Likes to 'Work' Theatres

He said he has spent $250,000 refurbishing the Saxon, $175,000 on the Capri, $150,000 on the Beacon Hill and $45,000 on the Gary. "I don't approve of the stereotype manner of operating theatres that some veteran theatre owners use today. I like to "work" my theatres. I make a personal inspection of them, inside and outside, every weekend. I like to mingle and visit with my patrons. We have paid Columbia a new Boston record rental of $176,000 for 'Bridge on the River Kwai', and it's still going strong here.

"Also, I believe when an exhibitor buys a picture he should go everything in his power to sell it to his public. My advertising space in the Boston newspapers last Sunday was 476 lines as against 276 for all other Boston first runs combined. I also believe producers of the pictures should not assume all of the financial risk. For pictures I like, I put up in advance.

Points to 'Front Money'

"Four times – with United Artists, 20th Century-Fox, Columbia and M-G-M—I have put up 'front money' of $100,000 each to get a picture. They were not all successful but my batting average is pretty good," Sack said.

"My method of operation was commended recently by Serge Semenenko of the First National Bank of Boston."

Columbia Record Firm To Use 'Colpix' Label

The records of Columbia Pictures' new recording division will carry the label name Colpix, it was disclosed yesterday by Jonie Tapps, general manager of the new division.

Talent from Many Sources

The new subsidiary will use not only talent and material from Columbia theatrical films and Screen Gems TV programs but will also seek leading artists from outside sources as well.

'Vertigo' Here Today

Alfred Hitchcock's "Vertigo," a Paramount release, will open today at the Capitol Theatre here.

'Optimism' Key

(*Continued from page* 1)

in various stages of preparation," the company president said.

"The Warner program," he added, "is based on a solid foundation of noted novels and famous plays. We will continue to rely upon stories of proved entertainment value, bringing them to the screen with the finest creative talent available."

Two more productions were added to the recent list announced by the company on its schedule of coming theatrical attractions: "Fanny," the Broadway musical by Marcel Pagnol, to be produced and directed by Joshua Logan, and "The Story of San Michele," book by Alex Munthe.

Open your screen wide for the
BLOCKBUSTING SUPER SEVEN!
7
...from
Columbia!

Television Today

NTA Granted

(*Continued from page* 1)

charged the defendants had "interfered in and brought about cancellation" of a deal in which it would have acquired controlling interest in Associated Artists Productions.

On May 14 Justice Steuer granted a petition enjoining UA from taking over the AAP assets until the suit can be tried. At that time UA demanded an immediate trial and asked that NTA post a bond of $5,000,000.

In his new ruling Justice Steuer denied both requests, granting NTA "sufficient time to take depositions in the case" and setting bond at only $50,000.

FPA, IATSE Formalize Videotape Agreement

Full agreement on jurisdictional points at issue with respect to videotape has been reached by the Film Producers Association of New York and the International Alliance of Theatrical Stage Employees, Walter Lowendahl, chairman of FPA's Labor Relations Committee, said in a statement here yesterday. He said language covering subsidiary firms and sub-contracting practices by independent film producers using videotape was resolved at meetings between himself and Richard F. Walsh, International president of IATSE.

Attorneys Herbert Burstein and John Wheeler for FPA and Harold Spivak and Walter F. Diehl, assistant president, for the International then formalized the agreement which replaces the existing basic contract that expires at various times with individual producers this year.

The new agreement, which is subject to ratification by FPA members at a meeting June 3, will uniformly take effect as of May 22, 1958, and expire on Dec. 31, 1960. It provides for a trial period until Dec. 31, 1959, during which producers and the various union crafts will work together to determine rates and working condition which will apply in the industry.

Elliott, Unger & Elliot, Inc., and Filmways, Inc., are the two FPA members with videotape equipment already installed and functioning. At least six others of the 35 leading commercials producers in the Association intend to install the equipment as soon as is practical. However, "the very uncertainty as to how videotape will affect television's $40,000,000 film commercials industry made it necessary to negotiate extremely carefully," according to Lowendahl.

One Man's TViews

By Pinky Herman

IN THE Spring a young man's fancy etc., etc. In the summer a young network's fancy turns to new show possibilities. Ergo ABC-TV will sked a series of "Yonkers Race Track" programs starting in August. . . . Add "local boy (show) makes good." "Traffic Court," which recently KABCopped an "Emmy" in Los Angeles Area, will be ABCoast-to-coasted starting next month. . . . Betti Andrews, the former "Miss Kentucky" who was selected, picked out of 500 models who auditioned, for a regular role "The Big Payoff," starting Monday, is the wife of NBC's Johnny Andrews. . . . Jack Pearl, as recently as last week, turned down a chance to do a TV series because he still wants to do a Broadway show first. In Toots Shor's last Tuesday the "Baron" told us that the stage show is near the signing stage and that after the "preem," he'll "be ready, willing and anxious to do a regular stint as a television clown." . . . Over at ABC where they started the trend of adult westerns (Wyatt Earp) they're planning a series of juvenile westerns, with youngsters playing the stellar and supporting roles. (nothing—but absolutely nothing wrong with that idea.) . . . SPA (Songwriters Protective Association) has changed its name to AGAC (American Guild of Authors & Composers.) . . . Broadcast Pictures' prexy Joe Steiner negotiating with Ford Motors to sponsor the forthcoming hour-long color telefilm series, "The International Show" starring Hildegarde with Tay Garnett and Frank Borzage co-directing. Fred MacMurray is being paged for the lead opposite "Hildi." . . . Allen Swift, "the man with a thousand voices" also possesses other talents which pay off. Last week at the Serra Studios, he wrote, produced, directed, voiced and portrayed 36 different characters in a series of 18 one-minute TV spots for the Fitzgerald Adv. Agency of New Orleans. (P.S. His pay-off for this little assignment was to the tune of $53,000.)

☆ ☆ ☆

Chris J. Witting, Westinghouse veep and general manager and Gerald Lyons in town for conferences with Desi Arnaz and Lucille Ball concerning production plans for the forthcoming "Westinghouse-Desilu Playhouse, teleseries, CBSkedded for the Fall which will be revealed at a press cocktail party this afternoon at the Waldorf-Astoria. . . . The joint (Metropolitan Sound Studios in Harlem) is jumpin' with recording and sound mixing taking place on "Wide, Wide World," "Outlook" and "Lowell Thomas' "High Adventure" series. . . . The Howard Epstein's (He's attorney for Jack Lescoulie and Richard Willis) became parents of their first child last week, Jeffrey, born at the Lying-In Hospital. . . . Kermit Bloomgarten, who signed up 7-year-old Karen Lee to play the Mayor's daughter in the smash Broadway Hit, "The Music Man," discovered the talented moppet when he saw her in a four-minute U.S. Steel Commershill, produced for BBDO by Transfilm. (See what may happen if you don't turn up your nose at TV spots?)

May Make New Plea

(*Continued from page* 1)

committee request that drive-ins be made eligible. Right now, only indoor theatres can get SBA loans.

Soon after the SBA turned down the earlier request, Chairman Sparkman (D., Ala.) said he thought the committee should renew its petition to SBA. Committee officials said they felt the new Harling letter made it likely this would happen shortly.

In another development, the full Senate banking committee approved a bill aimed at making long-term loans and equity capital available for small businesses.

The bill would set up a semi-autonomous division in SBA with $250 million of government funds to make loans to state and local development agencies and privately - organized small business investment associations. These groups would in turn make long-term loans and equity capital available to individual private small businesses.

Buffalo Theatre Files $1,080,000 Trust Suit

Special to THE DAILY

BUFFALO, N. Y., May 27.—A $1,080,000 anti-trust suit was filed here today in Federal Court by the Michaels Plaza Corp., owner of the Plaza Theatre, charging 24 film producers and distributors with monopolizing the showing of films in Buffalo.

The local theatre, an independent operation, asks for a restraining order and injunction, an order for the defendants to negotiate with it "in good faith" and triple damages under the Sherman Anti-Trust Act.

The Plaza charges further that, through an illegal conspiracy the defendants prevented it from showing movies until long after their exhibition by other theatres.

Congressme

(*Continued from page* 1)

ent excise rates on liquor, toba and autos.

The Administration, renewing request for this bill yesterday, s it had "no present intentions" asking any tax cuts this year. Tre ury Secretary Anderson was quoted telling GOP Congressional lead this morning the Administration oppose all cuts in tax rates this s sion.

Support from Rayburn

House Speaker Rayburn and W and Means Committee Chairman M (D., Ark.) announced their support the President this morning, Rayb saying he would oppose any tax except on small business. Democr members of the committee went al at a caucus later in the day, as GOP members at a huddle of t own. Senate minority leader Kn land (R., Calif.) and House mino leader Martin (R., Mass.) said t supported the same stand. Sen majority leader Johnson (D., T said he felt the President's at would prevail "at the present tin but left a slight opening for him to support some excise cuts later month.

B-B Meetings Set

(*Continued from page* 1)

and Harry Goldberg and All Floersheimer, members of the ope ing committee, will attend.

In Pittsburgh, Harry B. Hendel M. A. Silver, co-chairmen for area, have scheduled a buffet lu eon for 12:30 P.M. at the Param Film Exchange Building there. bur Snaper, Eastern division chairman, will present the plea for mediate exhibitor support.

'Every Effort' in Indiana

Meanwhile, Compo has rece reports from Indianapolis that the lied Theatre Owners of Indiana make every effort to urge theatre ers to return their pledges to Compo office. Also, J. L. Whittle, lied co-chairman for the Washing Virginia area, has reported he make an immediate follow-up of lied members in that section fol ing the Allied States board me in Baltimore this week.

Mexican Producer Pl Acapulco Musical

Special to THE DAILY

MEXICO CITY, May 27 — O Rubio, Jr., is negotiating with Nelson, of the stage and the sc version of "Oklahoma," to star musical built around the film fes at Acapulco. The venture will b first musical for the producer recently completed "Flower of starring Jack Palance and Maria Rubio also owns the rights to se Blasco Ibanez properties inclu "The Four Horsemen of Apocalypse" and "Unknown La

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

L. 83, NO. 105 NEW YORK, U.S.A., THURSDAY, MAY 29, 1958 TEN CENTS

Resolutions

llied Board o Push Halt o TV Sales

so Hits Price Fixing d Labor Union Demands

Special to THE DAILY

ALTIMORE, May 28 – Allied es Association will petition the companies not to release any e films to television and will re- st those companies which still con- some or all of their pre-1949 pic- s "to attest their loyalty to their tre customers and their concern the welfare of the motion picture ness by withholding the same broadcasting." This was one of e resolutions passed by the Al- board and released at the end of spring meeting here today. The r resolutions involved price-fixing

(*Continued on page* 3)

hine Files Appeal Contempt Conviction

inal papers have been filed in the nd U.S. Circuit Court of Appeals by the four individuals and nine orations of the Schine Theatre ests who were found guilty early 957 of criminal contempt in vio- g a 1949 Federal court order to st themselves of some of their

(*Continued on page* 3)

w Zealand Exhibitors ıdy U.S. Conditions

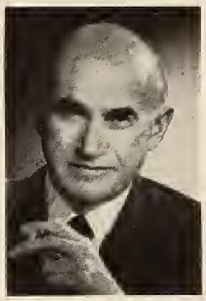
xhibitors in New Zealand will be to weather the competition of ision when it finally arrives there mproving the physical condition ıeir theatres and concentrating on rtising, H. Owen Hills of Kaia-

(*Continued on page* 3)

elevision Today Page 3

Goldwyn Sees Era of Bigger Pictures, Fewer Theatres in Industry's Future

Continued contraction of the motion picture industry with regard to both production and exhibition was predicted by Samuel Goldwyn at a conference held here yesterday for representatives of the press.



Samuel Goldwyn

Goldwyn said the trend still is to fewer but better pictures, commanding higher prices and longer runs in fewer theatres. He said he did not expect to live to see any one studio produce 100 pictures a year but he did expect to see all of Hollywood produce fewer than 100 pictures annually.

The producer said nevertheless that he believes in the industry and be-

(*Continued on page* 3)

Cinerama 'on Eve of New Developments'

Cinerama, Inc., is on the eve of "dramatic new developments that will put it far ahead of any other wide screen process," Hazard Reeves, president, told stockholders yesterday at a special meeting called in lieu of the annual meeting.

His statement was in reply to a question about another well known multi-camera wide screen process.

The discussion came up during

(*Continued on page* 2)

Pay-TV Should Have Fair Trial, Says Truman

From THE DAILY Bureau

WASHINGTON, May 28. – Former President Harry Truman said pay television "has great possibilities" and should be given a trial.

In a well-publicized letter to the Northern Virginia Sun in nearby Arlington, Truman declared that "no one knows, of course, precisely how it would work out. But it can reason-

(*Continued on page* 2)

National Theatres Now Owner of WDAF-TV

Special to THE DAILY

KANSAS CITY, May 28. – The sale of WDAF-TV and radio station WDAF by the Kansas City Star Co. to National Theatres, Inc., was concluded yesterday with the signing of final papers by representatives of the

(*Continued on page* 3)

Stellings Warns of June 1 Deadline; Urges 'Immediate' Checks for B-B

An urgent plea to exhibitors to make immediate contributions to the business building campaign so that the radio phase of it scheduled for July 1 will not be jeopardized by lack of funds, was made yesterday by Ernest G. Stellings, president of the Theatre Owners of America and member of the business building campaign executive committee.

Pointing out that the June 1 deadline for placement of radio spots was virtually here and that insufficient money had been received to date to make the time commitments, Stellings said that exhibition had an obligation to act quickly.

"While I am confident the money will be raised," Stellings said, "some exhibitors do not seem to appreciate the urgency of sending in their checks. It is to these that I address a special plea for immediate action in getting at least the first instalment on their contribution in the mail immediately. Unfortunately radio time can not be bought on pledges, it requires cash.

"Every exhibitor should consider sending in his check as important as writing the newspaper ad for his next feature attraction," the TOA head said. "Before he writes the ad, he should take a few minutes to fill out his pledge and write out his check and get it in the mail to the Business Building Fund at COMPO at 1501 Broadway, New York City.

"A month from now will be too late."

Solid D. C. Front

Chances of U.S. Ticket Tax Repeal Lessen

Prospect Today 'Forlorn' But Later Change Possible

Chances of the 10 per cent Federal admissions tax on tickets over 90 cents getting favorable action in Congress at this time were described as "forlorn" by Robert W. Coyne, Compo special counsel, on his return here from Washington yesterday.

Coyne added, however, that Compo would keep trying for the final elimination of the Federal ticket tax and, should the atmosphere in Washington on tax relief change in the next 30 days, the prospects for favorable action might be revived. Coyne has been in Washington for the past several weeks keeping in touch with tax legislation possibilities.

As of now, with Congressional leaders lined up with the Administration in opposition to tax cuts of any

(*Continued on page* 2)

House Group Votes No Cuts in Taxes

From THE DAILY Bureau

WASHINGTON, May 28. — The House Ways and Means Committee overwhelmingly voted to continue present income and excise tax rates without reductions.

By a 21 to 2 vote, the committee approved a bill that would continue another year the 52 per cent corporate tax rate and present excise rates on liquor, tobacco and autos. A 19 to 2 vote killed an amendment to

(*Continued on page* 2)

Benefit in London For 'Key' Tonight

From THE DAILY Bureau

LONDON, May 28.–Princess Margaret will attend the benefit world premiere of Columbia's "The Key" at the Odeon Theatre here tomorrow night as president of the Invalid Childrens' Aid Society. The glittering premiere, marking the 25th anniver-

(*Continued on page* 3)

PERSONAL MENTION

JAMES CARRERAS, TONY HINDS, PETER CUSHING and **CHRISTOPHER LEE**, of Hammer Productions, will return to London from New York today via B.O.A.C.

•

EDWARD L. HYMAN, vice-president of American Broadcasting-Paramount Theatres, is in Buffalo from New York.

•

KENNETH N. HARGREAVES, president of Rank Film Distributors of America, will return to New York today from Detroit.

•

HERB KLYNN and **BUD GETZLER**, vice-president and treasurer, respectively, of UPA Pictures, will leave the Coast at the weekend for New York.

•

JACK FOXE, publicist for Loew's Washington Theatres, has returned to his duties there following surgery.

•

EUGENE E. FITZGIBBONS, president of Trans Canada Telemeter Ltd. was in New York this week from Toronto.

Wallis Due Monday

Hal B. Wallis will arrive here Monday, from Hollywood, for several days of production-distribution conferences with Barney Balaban, president of Paramount Pictures; George Weltner, vice-president in charge of world sales; Jerry Pickman, vice-president in charge of advertising and publicity, and other executives of the company. Joseph H. Hazen, Wallis' business partner, also will join in the meetings.

Correction

A story in MOTION PICTURE DAILY of May 22 reporting the suspension of Telemovies operations in Bartlesville, Okla., stated that "Paramount offered films but did not supply any." Paramount stated yesterday, "We have made a number of our pictures available to Telemovies, over 30 features having been requested and actually played."

MOTION PICTURE DAILY regrets the reportorial error and is happy to make this correction.

No Paper Tomorrow

MOTION PICTURE DAILY will not be published tomorrow, Memorial Day, a legal holiday.

Reeves' Plans for Cinerama

(*Continued from page 1*)

comments on a proposal to grant restricted stock options on 70,000 shares at $1.50 per share to officers and key employes. Reeves said it was important to grant the employes incentives because of the work they had already done and the need for keeping the team together. Restricted options prevent the holders from going out and selling their stock shortly after acquiring it. The proposed options will be for five years.

Reeves also answered criticisms of the failure to pay a dividend by saying the money is needed in the treasury to share in the financing of future Cinerama productions. These, he predicted, will have stories and name casts. Negotiations are on with more than one company, he indicated, but he refused to go into details.

Stanley Warner Cinerama Corp. now holds 35 per cent of the total stock of Cinerama, Inc., but will be required by an anti-trust consent decree to dispose of it or put it in the hands of a trustee at the end of the year.

Four directors were elected for the term of one year. They were: Reeves; Wentworth D. Fling, executive vice-president; Harry M. Kalmine, executive of Stanley Warner; John Hartley, secretary of the company, who was substituted for Edward V. Otis, who had sent word that he did not wish reelection, and Arthur M. Rosen, executive assistant to the first vice-president of Stanley-Warner Corp.

Under the terms of a new agreement reached between Cinerama, Inc., and Stanley Warner Corp. last January, the latter company gave up its exclusive production rights. This leaves the field of negotiation open to Cinerama, Inc.

Ticket Taxes

(*Continued from page 1*)

kind, the outlook for elimination of the ticket tax is decidedly unfavorable There exists in Washington a firm front against any tax relief, he reported.

The only present possibility of action, and that is not considered to be too promising, is that amendments covering elimination of the ticket tax might be offered when the "must" bill to continue for another year the 52 per cent corporate tax rate and the present excise tax rates on liquor, tobacco and automobiles, comes up in the Senate. It was voted out by the House Ways and Means Committee yesterday and is expected to pass the House next week.

However, even if such an effort is made, the chances of its being successful are regarded as slight in view of the numerous other industries seeking relief, most of them not having had tax cuts voted to them previously, as the film industry has.

Two other revenue measures to which ticket tax relief amendments might be added may emerge from committee later on and, should the tax relief atmosphere in Congress be different then, there would be some chance of the industry winning out. However, should the solid front against tax cuts still prevail in Congress, the campaign would be over for this session, it was said.

Wingart Is Honored

Earl Wingart, who has retired from 20th Century-Fox as merchandising manager effective this week, was honored at a dinner at Leone's last night attended by some 40 of his co-workers at Fox and other industry friends.

House Group Votes

(*Continued from page 1*)

cut the auto excise. Committee members said they felt today's action closed the door, as far as the House is concerned, on any reductions in tax rates this year.

The committee still plans to approve shortly a bill liberalizing depreciation and estate tax treatment of small business.

The tax extension bill will probably pass the House without change late next week or early the following week. It will come up on the House floor under a procedure barring changes. This means the tax-cutting drive must now depend on the Senate.

The committee action follows an agreement between Treasury-Secretary Anderson and top House Democratic leaders to hold the line against tax cuts.

Truman, on Pay-TV

(*Continued from page 1*)

ably be expected to bring to millions of Americans high quality entertainment and cultural programs they could never hope to get any other way."

The Federal Communications Commission has said it would not process any toll-TV applications until 30 days after Congress adjourns. However, there's a good chance the House Commerce Committee will ask the FCC to delay again until early next year.

Truman said he did not see why the FCC could not establish proper safeguards to make sure that toll television supplements rather than replaces free television. In other words, he said, he does not want to "have pay TV instead of free TV, but to have pay TV in addition to free TV."

Stunt for 'Dracula' Backfires in Flint

Special to THE DAILY

FLINT, Mich., May 28.—A str publicity stunt for the opening Universal's "Horror of Dracula" at Capitol Theatre cost the Butterfi circuit $100 when it backfired here

William Kern, assistant manag clad himself as Count Dracula walked the streets of the city for s eral days. Then several citizens co plained, and he was taken to police station on a breach of the pe charge.

Some Women Fainted

Seems several local ladies screar and fainted when they saw Kern. had placed a lump of putty over eye, into which he inserted a la glass eyeball. His makeup also tured a large scar. And he was rying the head of a display mar quin into the face of which he driven nails and ripped out cheek. Into the aperture he had t inserted a bloody piece of raw m dripping with catsup.

At the police station Kern drev suspended sentence—but not u Henry Capogna, advertising head the circuit, had paid $100.

Carreras Confers on Columbia Releases

James Carreras, managing dire of Hammer Films of England, attend a luncheon meeting with Columbia home office executives day to go over plans for the laur ing of his "The Revenge of Fran stein" in upwards of 700 theatre eight territorial saturations in J

The releasing schedules for additional Hammer productions t released through Columbia, " Camp on Blood Island" and " Snorkel," also will be discussed.

NEW YORK THEATR

RADIO CITY MUSIC HALL
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"NO TIME FOR SERGEANTS"
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A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

CHICAGO 1327 So. Wabash
NEW YORK 630 Ninth Avenue
WHEN QUALITY A
SERVICE IS A MUS
get your
SPECIA
TRAILER
From Good Old D
FILMAC

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, V Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents i principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rock Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco. New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice- dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies

oldwyn Sees

(*Continued from page 1*)

ves in its future. "It will be better an ever," he said.

He will return to the Coast tomor- w after conferring here on produc- on matters concerned with his forth- ming "Porgy and Bess," which, like s other pictures, he is financing mself and which he said will have earn $12,000,000 to break even.

Asked how many theatres he ought would be needed to support e super productions he foresees for e future industry, Goldwyn re- arked that 85 per cent of the busi- ss done by his "Guys and Dolls" me from 1,200 theatres.

Patrons 'Choose Carefully'

"The difference in the business to- y," he said, "is that people no longer ant to see the small pictures. They're e on TV. Instead of going to the ovies twice a week, as they once did, ople now go once a month and oose their films carefully."

Goldwyn said the most difficult pro- iction problem is the scarcity of od stories and great writers. "The oducer must have a reliable foun- tion before he can begin," Gold- yn said. "Personally, I'll take a great ory in preference to a great star."

While Goldwyn said production sts cannot be reduced—"In fact, ey are certain to go higher"—he sisted that distribution costs can and ll be cut. "There are twice as many n exchanges in the country as are eded," he said.

Goldwyn said many top executives the industry "agree privately with views about the future of pro- ction and exhibition but say the posite in public to make the little hibitor feel better. I think everyone uld be better off if they told the ıth."

ew Zealand

(*Continued from page 1*)

i, N. Z., said here yesterday. Hills s just completed a month's survey conditions in the motion picture in- stry in this country with another hibitor, Charles Carleton of Christ- urch, Papanui.

A report on their findings will be ide by Hills and Carleton to the w Zealand Exhibitors Assn., along th results of a similar survey they ll next make of the English indus- . Primary purpose of the trips is to uge the impact of television on eatres, Hills said.

d Quotes Trade Press

As part of the special campaign to blicize the engagement of "Horror Dracula" at the Mayfair Theatre re Universal has placed ads in three ily newspapers in which trade press views of the film are quoted. The d-in of the ad states: "The Insiders . . the industry press who review pictures for the nation's theatre ners say": Seven papers are then oted. The company plans to use the in other key cities.

M-G-M Signs Sinatra For 3 Major Films

From THE DAILY Bureau

HOLLYWOOD, May 28. – Frank Sinatra will star in three major productions for M-G-M during the next two years, in a deal involving Sinatra's own company, Hobart Productions, it was announced today by Sol C. Siegel, M-G-M vice-president in charge of production.

Siegel will produce Sinatra's first film, "Some Came Running," from the novel by James Jones. His second will be "Devil May Care," written, produced and directed by Garson Kanin. The third will be announced shortly.

S. F. Embassy Theatre Called 'Racket House'

Special to THE DAILY

SAN FRANCISCO, May 28. – Leland C. Dibble was accused today in the Embassy Theatre eight-million-dollar monopoly suit against Paramount Pictures and others of seeking first run pictures on a twice-a-week basis in what Paramount attorney Eugene D. Bennett characterized as a "racket house." As a second-run theatre since 1947 and before that as far back as 1938 a sub-run show-place, the Embassy has featured nightly Ten-O-Win, a bingo type of cash giveaways.

Dibble, who is co-owner with Daniel O. McLean of the Embassy, denied Bennett's charges from the witness stand he has occupied in Federal court here for six weeks.

Coca Cola Introduces New Fountain Dispenser

A preview of the new Coca Cola "Citation" fountain dispenser was the feature of a reception and fashion show yesterday at the Hampshire House. Hosts were Harold Sharp, vice-president in charge of fountain sales advertising; Howard Hyle, sales promotion manager, and Cliff Hewell, Hyle's assistant in charge of equipment sales. Vyvyan Donner supervised the fashion show. More than 100 newspaper, magazine and trade paper representatives attended.

Schine Files

(*Continued from page 1*)

theatres. Hearing date on the appeal has been scheduled for next Wednesday, June 4.

In its appeal the Schine interests ask that all convictions and fines be set aside and the petition of the Federal government to uphold them be denied.

Benefit in London

(*Continued from page 1*)

sary of Columbia's start of operations in Great Britain, will be attended also by Carl Foreman and Carol Reed, who produced and directed the picture, and stars William Holden, Sophia Loren and Trevor Howard.

Television Today

National Theatres

(*Continued from page 1*)

newspaper and the theatrical firm. The formal control of the station was turned over to National Theatres in a program late yesterday afternoon. Roy A. Roberts, president of the "Star," and Elmer C. Rhoden, head of National Theatres, signed the papers. The purchase price was $7,600,000, made in full, subject to minor adjustments after a final audit.

William A. Bates, manager of WDAF-TV was appointed general manager of the television and radio station.

Arnaz and Ball Here For Westinghouse

Westinghouse executives and the press greeted Desi Arnaz, host of the new "Westinghouse Desilu Playhouse," and Lucille Ball at a reception in their Waldorf Astoria suite yesterday.

Arnaz is on tour of Westinghouse plants and company offices to become familiar with the products and meet company executives. "Playhouse," according to Arnaz, "will be strictly for entertainment—to make people happier." It will appear weekly on CBS-TV next season.

Arnaz has purchased "Miracle of Bernadette," novel by Dr. Margaret Blanton, as the initial purchase for the Westinghouse-Desilu series.

FCC Puts Community Antenna TV to Congress

From THE DAILY Bureau

WASHINGTON, May 28.—Federal Communications Commission Chairman John C. Doerfer said selective deintermixture of VHF and UHF stations has failed.

He told Senate commerce committee hearings on TV allocation problems that this policy has "yielded only limited results and holds little promise for the future."

On another subject, Doerfer, in effect invited Congress to decide whether the FCC should regulate community antenna television systems. Some broadcasters have indicated they expected these systems to be a major target of toll-TV proponents, since the FCC has said that the community TV facilities are not subject to its control.

Doerfer said that while the FCC has no present jurisdiction over these facilities, "we know of no constitutional barrier to adoption of regulatory legislation by Congress, if it should be found desirable to do so."

Doerfer said that while there were major problems in the TV picture, there was a brighter side. He cited the fact that there were now 504 commercial and 31 educational TV stations in 325 communities, that 83 per cent of homes now have TV sets.

Allied Board Hits TV Sales

(*Continued from page 1*)

and the demands of some labor unions on theatres.

In the resolution on sales to TV, the Allied board pointed out that "executives of the more important film companies now admit that making such films available to TV was a mistake and have publicly stated that it is not their purpose to grant the broadcasters access to their post-1948 films." The resolution condemns United Artists for having "broken faith with its exhibitor customers and shown a flagrant disregard for the welfare of the motion picture industry as a whole, by releasing numerous of its post-1948 films to TV for exhibition in unfair competition with theatres."

Price-Fixing Criticized

The resolution on price-fixing scored Paramount Pictures for what is called that company's "demand in certain situations, especially drive-ins, of film rentals in the guise of so-called royalty payments, and in a specified amount for each person admitted to the theatre, including children."

This capita method of collecting film rentals "is a palpable subterfuge for controlling admission prices charged by theatres," the Allied board declared, adding that this is a violation of the Paramount Consent Decree, forcing drive-ins to charge admission for children, "contrary to custom in many areas."

This resolution recommended that the attorney general of the U. S. be requested to institute proceedings to halt such "price fixing practices."

The third resolution pointed out that "efforts of motion picture theatres to remain open during the current recession in their business are made difficult and threatened with failure due to union requirements that they employ more personnel than reasonably needed." Cited as an example was the requirement at many drive-ins that stage hands be employed even though the theatre may not have a stage.

Bergman Pleads for B-B

Maurice A. Bergman, co-administrator of the industry business-building, addressed the board members today, stressing the urgent need for contributions by theatres to the fund. He explained the campaign and played recordings of some of the spot announcements planned for the radio campaign, scheduled to begin July 1. The $300,000 needed for this phase of the campaign must be available to the committee by June 1.

Roving Guns will settle in Row One

WEEK IN, WEEK OUT, millions of kids drop their guns and make a dash for the neighborhood picture house in search of adventure and escape—to thrill to well-told tales! What's more, *the better the picture; the more they come . . . AND THE BIGGER THE BOX OFFICE.*

Technics are an important part of making better pictures. In fact, in this area, as in all matters of production, processing, distribution and projection, the Eastman Technical Service for Motion Picture Film can prove of great help. Offices are strategically located and inquiries are welcomed.

Motion Picture Film Department
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East Coast Division
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Midwest Division
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6706 Santa Monica Blvd., Hollywood 38, Calif.

WIDE SCREEN
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The Entire Country Digs The 'ACRE'!

AND COMES UP WITH A BLOCKBUSTER!

Returns are in on the first 100 engagements...

SMASH! SMASH! SMASH!

AND 90% HELD OVER FOR EXTENDED PLAYING TIME!

F-L-A-S-H-!

LOS ANGELES (Wilshire, Iris, Rialto)
CHICAGO (United Artists)
WASHINGTON (RKO Keith's)
RECORD-BREAKING BUSINESS!

F-L-A-S-H-!

TERRIFIC AIR PROMOTION OF TITLE SONG AND MUSIC TRACK HYPOS FILM B.O. TAKE!

GOD'S LITTLE ACRE

THR
UA

SECURITY PICTURES INC. presents ERSKINE CALDWELL'S **"GOD'S LITTLE ACRE"** An ANTHONY MANN Production • starring **ROBERT RYAN • ALDO RAY** • co-starring BUDDY HACKETT JACK LORD • VIC MORROW • FAY SPAIN • HELEN WESTCOTT • with LANCE FULLER • REX INGRAM • MICHAEL LANDON and introducing **TINA LOUISE** • Screenplay by PHILIP YORDAN Based on the world's best-selling novel by ERSKINE CALDWELL • Directed by ANTHONY MANN • Produced by SIDNEY HARMON • Music composed and conducted by ELMER BERNSTEIN

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 106 NEW YORK, U.S.A., MONDAY, JUNE 2, 1958 TEN CENTS

As Pinanski Urged

Railroad Bill Seen Precedent For Film Loans

Bill Would Permit U.S. To Guaranty Private Loans

By J. A. OTTEN

WASHINGTON, June 1.—An Administration-backed bill to help the nation's railroads in their financial difficulties could provide a valuable current precedent for Sam Pinanski's recent suggestion for government financial help to film companies.

The bill, already approved by the Senate Commerce Committee, would permit the government to guarantee private loans to railroads. This is exactly what Pinanski proposed in an interview in MOTION PICTURE DAILY last week.

Pinanski suggested a system mod-

(*Continued on page* 2)

Re-Study Drive-In Loans Sparkman Asks Barnes

Senator John Sparkman has requested Wendell B. Barnes, Small Business administrator, to reconsider his rejection of loans for drive-in theatres on the grounds that Barnes felt such loans would not be in the public interest. A letter from Sparkman was

(*Continued on page* 2)

Reade, Two Loew's Cos. Settle Anti-Trust Suit

Walter Reade Theatres, Loew's, Inc., and Loew's Realty and Theatre Co. have settled out-of-court an anti-trust suit by the Reade circuit against the other two, according to papers filed in New York Supreme Court late last week. Reade had sought $1,200,-

(*Continued on page* 3)

Television Today Page 6

Name Committees for Review of Compo By-Laws, Administration

Two committees to review the by-laws and administration of Compo have been selected by the organization's charter members, Robert W. Coyne, Compo special counsel, announced at the weekend.

The committees were appointed on the recommendation of Coyne in accordance with agreements reached with Allied States for its return to Compo membership and were authorized at the last meeting of the Compo executive committee April 15. The committee members were nominated by the constituent Compo charter members.

Named to the legal committee,

(*Continued on page* 2)

SDG, Producers to Make Final Pact Try Tonight

From THE DAILY Bureau

HOLLYWOOD, June 1. – Last minute efforts to reach agreement on a new pact will be made tomorrow night by representatives of the Screen Directors Guild and major film and television producers. They will meet at the Screen Directors' Building.

The SDG had set a strike deadline for tomorrow, but a walkout on Tuesday would be predicated on the directors' board action and final authorization.

Magwood Again Heads Screen Directors Int'l.

Howard Magwood was reelected president of the Screen Directors International Guild at the first annual meeting of the organization held last week at the Society of Illustrators in New York. Magwood, who has headed the new group since its inception last September, will serve until May, 1959.

Other officers chosen to serve again are: Charles Wasserman, first vice-president; Joseph Kohn, second vice-president; Jack Glenn, secretary, and Jean H. Lenauer, treasurer.

It was announced that member-

(*Continued on page* 2)

RFDA Slates Seven Releases for Summer

Seven pictures will be released domestically from June through September by the Rank Film Distributors of America, Irving Sochin, general sales manager, announced at the weekend. At the same time he said the company will increase its efforts to sell its pictures to theatres in areas

(*Continued on page* 2)

Name Friedlander Sales Manager of UA Records

The promotion of Buddy Friedlander to the post of general sales manager of United Artists Records was announced at the weekend by Max E. Youngstein, president. Friedlander had been national promotion director of the UA subsidiary.

At the same time Youngstein announced the assignment of Kenny

(*Continued on page* 2)

Newspaper Editors Told Summer Is Peak Theatre Period; More Coverage Urged

Newspaper editors are asked to print more news about motion pictures during the summer, when attendance is expected "to soar to more than 75,000,000 each week" in the 90th in the series of COMPO ads in "Editor and Publisher," which appeared on Saturday. The caption for the ad reads, "Why Print Skiing Stories in the Summer?"

The ad points out that the rise in theatre attendance "means newspaper readers will want to read more about the movies" and attributes the expected gains to an increase in the number of drive-ins, more widespread use of air-conditioning and the top product upcoming.

"Coincidental with this rise in movie theatre attendance, there is expected to be a deep decline in television viewing, if forecasts of TV critics are to be accepted," the ad also states.

Deadline Near

Fear Delay or Cancellation of B-B Program

Contributions Far from Goal; Little Time Remains

Serious doubts as to whether or not the industry will be able to carry out the plans for the remaining phases of the business-building campaign, at least, according to schedule, were voiced at the weekend by officials in charge of the program.

With exhibitor contributions of approximately $35,000 representing the entire cash on hand as of June 1 for campaign financing, there appeared to be justification for the doubts expressed.

The next phase of the campaign, a three-month, national radio promotion costing $300,000, has been scheduled to start July 1 and continue through the period of peak radio listening. In order to obtain the best time on the best stations the campaign administrators should be able to pay the networks in cash right now.

Every day's delay from now on lessens the chances of obtaining the

(*Continued on page* 3)

K.C. Unit to Push B-B, 'Salute,' 'Yule in July'

Special to THE DAILY

KANSAS CITY, June 1. – A long-range undertaking to gain and sustain momentum for motion picture theatre attendance has been established as the primary aim of the 1958 program and plans committee of the Motion Picture Association of Kansas City, Bill Murphy, newly-appointed chair-

(*Continued on page* 3)

Test Audience Reaction To 'U' Reissue Titles

A survey of the public to determine what reissues it would most like to see will be the next step in Universal's plan to re-release part of its 1948-52 product. Some 2,200 exhibitors have already replied with their choices out of a list of 53 films sub-

(*Continued on page* 3)

PERSONAL MENTION

MILTON R. RACKMIL, president of Universal Pictures, returned to New York over the weekend from Hollywood.

•

SAMUEL GOLDWYN and MRS. GOLDWYN returned to Hollywood on Friday from New York.

•

TED SCHLANGER, formerly Philadelphia zone manager for Stanley Warner Theatres, has returned there following a vacation in Florida.

•

LESTER DINOFF, of the Rank Film Distributors of America publicity staff, is honeymooning in Bermuda following his marriage at the Hotel Warwick here yesterday to RITA BERGER of "Art News."

•

HAL HACKETT, president of Official Films, has left New York for London via B.O.A.C.

•

SAM RHEINER, assistant to SAM SPIEGEL of Horizon Pictures, left New York on Friday for the Coast, where he will attend the wedding of his son, RICHARD.

•

HOWARD W. KOCH, producer, has arrived in New York from Hollywood.

•

WILLIAM F. MURPHY, of the Cine Webb, Wethersfield, Conn., has returned there from Canada.

•

ROBERT SNELL son of GRACE SNELL, United Artists home office receptionist, will receive his degree of Doctor of Medicine from Georgetown University on June 9.

ASCAP Amendment on Complaints Is Passed

President Paul Cunningham's proposed resolution for an amendment to the ASCAP Articles of Association pertaining to the Society's complaint committee was passed by the writer and publisher members of the Society, Louis Alter, chairman of the ASCAP committee on election, has announced.

The amendment empowers the ASCAP complaint committee to initiate inquiries into any alleged violations of the Society's articles of association. Under the amendment an impartial panel will determine whether a member has violated the articles, and whether the offending member is to be censured, fined, suspended or expelled.

Railroad Bill Seen Precedent

(*Continued from page 1*)

eled on the Reconstruction Finance Corp. or Federal Housing Administration. The railroad bill indicates the Administration is willing to use this approach to help out industries in difficulty today. Some years ago a similar approach was voted for shipping companies. There's no indication, of course, whether the Administration and Congress would endorse the same approach for the film companies.

Roads to Pay Guaranty Fee

Under the Commerce Committee bill, the government could guaranty up to $700,000,000 of private loans to railroads. The roads would have to pay a small guaranty fee for each loan insured by the government.

Pinanski argued that government guaranties of private loans would induce banks and insurance companies to resume film financing and characterized it as an essential of any blueprint for the industry's economic future. The Administration has backed the railroad bill because of the financial condition of the carriers today.

Experts here believe it would be rather difficult for film production or distribution companies to qualify under the Small Business Investment Association bill approved by the Senate Banking Committee last week. This bill would set up in the Small Business Administration a new branch to make loans to special small business investment associations, which would in turn make long-term loans and equity investments in small businesses. The experts doubt most of the film companies could qualify as small businesses.

Valuable Source of Credit

On the other hand, the investment bill could prove valuable as a source of credit for theatre companies having trouble getting long-term loans or equity from private sources. Under the committee bill, the investment companies could make up to 40-year loans or could invest money in return for convertible debentures.

Re-Study of Loans

(*Continued from page 1*)

received here late last week by Philip F. Harling, chairman of the Small Business Administration committee of Theatre Owners of America.

The Sparkman letter was in reply to a lengthy brief sent to the Senator by Harling in an attempt to have drive-ins added to the eligible list for SBA short-term loans.

Thanking Harling for the brief, the Senator said: "I am requesting the Administrator to reconsider SBA's policy toward loans for drive-ins. Just as soon as I have a report on his decision, I shall forward it to you."

Harling also said he had received a letter from Wiley S. Messick, counsel for the Senate Select Committee, advising that the Small Business Subcommittee of the Senate Banking and Currency Committee had approved the Capital Banks Bill, S. 3651, and that on May 27 the full Senate Banking and Currency Committee had voted to report the bill to the Senate floor. The bill basically provides for a new division in SBA which would assist the formation of capital banks to make long-term loans and equity capital available to small business. This program would supplement the short-term loan help now available directly through the SBA.

Foreman Due Here

Carl Foreman, producer of "The Key," will arrive in New York from London on Wednesday for a series of meetings with Columbia Pictures executives regarding the release of the film.

'South Pacific' Set for San Francisco July 1

Special to THE DAILY

SAN FRANCISCO, June 1. – "South Pacific" will have its Northern California premiere in the neighborhood Alexandria Theatre on July 1, it has been announced by Irving M. Levin, regional director of San Francisco Theatres, Inc. The Alexandria will undergo major interior alterations, Levin said, including the installation of Todd-AO screen equipment and Ampex sound. The house will be dark for at least two weeks before the opening and already all matinee shows have been cancelled to allow time for the preliminary renovating work.

Four hundred seats will be removed to reduce the theatre's audience capacity to 1,200.

L. A. Variety Club Moving with Masquers

From THE DAILY Bureau

HOLLYWOOD, June 1.–Southern California Variety Club, Tent 25, headquartered in the Los Angeles Ambassador Hotel since 1941, moves in this week with the Masquers Club, located on Sycamore Street, Hollywood, according to a joint statement issued by Harry Joe Brown, harlequin of the Masquers, and Lloyd C. Ownbey, first assistant chief barker of Variety Tent 25.

In the future, North Sycamore House will be known as the home of both the Masquers and Variety Club Tent 25. Both clubs will maintain their identity, and the insignia of both will stand in front of the house.

Compo Groups

(*Continued from page 1*)

which will review Compo's by-laws were Abram F. Myers, representing Allied; Herman Levy, TOA; Emanuel Frisch, MMPTA; Harry Smetkin, ITOA, and Sidney Schreiber, MPAA. Representation on the committee was declined by SIMPP, Variety Clubs and the trade press committee, the three other constituent member organizations in Compo.

The committee to survey Compo's administration is made up of the following: Ben Marcus and Irving Dollinger, Allied; Walter Reade, Jr. and Philip Harling, TOA; Solomon Strausberg and Russell Downing, MMPTA; Martin Levine, TOA; Abe Montague and Stanley Weber, MPAA; Robert J. O'Donnell, Variety clubs. SIMPP and the trade press committee declined representation.

Will Name Temporary Chairmen

The Compo governing committee, composed of Sam Pinanski, Abe Montague and Ben Marcus, is expected to name temporary chairmen soon for both committees. The temporary chairmen will call meetings of the committees, at which time each group will choose its own permanent chairman and adopt procedures to be followed.

Friedlander Named

(*Continued from page 1*)

Luttman to fill the post vacated by Friedlander. Luttman comes to UA after several years as promotional director for several New York distributors, most recently Alpha Distributors Inc.

Friedman Consultant

Harold Friedman, head of Friedman Associates, Westport, Conn., wh helped to organize the UA record division, will continue as consultant, Youngstein also said.

RFDA Slates 7

(*Continued from page 1*)

where its product has not yet been exhibited.

The program of new releases is as follows: June, "Rooney" and "There's Always a Price Tag." July, "Dangerous Exile." August, "The Gypsy and the Gentleman," and "Windom's Way." September, "A Tale of Two Cities" and "Carry Her Name with Pride."

Magwood Named

(*Continued from page 1*)

ship in the new Guild now numbers more than 300 screen directors in New York and other key cities o North and South America. Practically all of the screen directors in the New York area are now serviced by SDIG.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Don Gillin, sales manager for Sol Lesser Productions, has been named vice-president in charge of sales. He was formerly active in the sales departments of Warner Brothers and Universal.

□

Thomas V. McCue, formerly director of physical operations for NTA Pictures, has joined Atlantis Films, Inc., as general manager.

□

Charles Sugarman, operator of the World Theatre, Columbus, will be married Sunday to **Betty L. Blostein.**

□

Arthur Herzog, Jr., Detroit Correspondent for MOTION PICTURE DAILY, has received the plaudits of Michigan Allied, through its president, **Milton H. London**, for **Herzog's** detailed defense of the film industry inserted in the "Detroit News" as an answer to that paper's criticism of the industry in a series entitled "Our Crisis in Morals."

A.A. to Produce 'Crime And Punishment, USA'

HOLLYWOOD, June 1. – Steve Broidy, Allied Artists president, has announced an agreement signed with Terry and Denis Sanders to produce "Crime and Punishment, U.S.A." for the company.

The film, to roll June 16, is based on Dostoevski's classic, "Crime and Punishment," and will be one of at east seven films to go before the cameras for Allied Artists this summer.

Tri-Way Buys Novel

HOLLYWOOD, June 1. – "On the Road," Kegouac novel, has been purchased by Tri-Way Productions as its first screen venture, which is planned for mid-summer filming. The book, now being adapted by Eugene DuPont, deals with the problems of post-teenage youths.

Tri-Way was formed by Ted witzer, Joe Mormaim and Joe Blee-en, former NBC publicists.

Residual' Edict Upheld

LOS ANGELES, June 1. – The Superior Court of Los Angeles for the second time has affirmed the validity of the Screen Actors Guild's collective bargaining agreement providing for residual payments on reruns of television films, it has been disclosed by William Berger, the Guild's legal counsel.

Acre' Big in Detroit

United Artists' "God's Little Acre" achieved the biggest weekday opening gross in three years at the Palm State Theatre, Detroit, with a total of $7,134, UA reported at the weekend.

Fear Delay or Cancelling of B-B Program

(Continued from page 1)

time and stations wanted. If the time is not purchased within the next 10 days, it is quite probable that there would be too little desirable time open thereafter to make it advisable to attempt to proceed with the radio campaign at all.

Pledges Total $100,000

The campaign treasury has some $100,000 in pledges and several exhibitor rallies in various parts of the country are scheduled for this week and next in an effort to raise campaign funds. However, campaign officials point out that the radio time cannot be purchased with pledges. It requires cash on the barrel head.

The third phase of the campaign is the national newspaper advertising project, scheduled to start after Labor Day and continue for six months, at a cost of $950,000. The first campaign project, of course, was the Academy Awards telecast in March.

Some campaign officials see a problem arising if one or another of the campaign projects remaining has to be eliminated. They point out that contributors to the campaign were donating for the complete business-building program described in the booklet distributed by Compo early in April. If only sufficient contributions are received to pay for the radio campaign by the deadline for action thereon in the next week or 10 days, with no assurance that the funds to pay for the subsequent phases of the campaign will be forthcoming later, the question has been raised whether the campaign administrators would have the right to proceed to apply the funds on hand to one project, not knowing whether they will be able to deliver the remainder.

Authority in Doubt

In other words, if there is not the assurance that the entire business-building campaign can be carried out, do the administrators have the right to spend the money on hand on only a single phase of it?

It was pointed out, too, that the same question occurs in the event the radio campaign has to be cancelled for lack of funds when the impending deadline is reached. In that case, it is asked, would it be proper to devote the funds on hand for the following campaign projects, since they would not constitute the full program for which the early contributions, at least, were made?

Distribution Would Match Sum

Exhibitor contributions sought for the campaign were the equivalent of one-half of one per cent of each theatre's 1957 film rentals. The total exhibitor contribution would be matched by distribution, with the aim of raising $2,300,000 to finance the entire campaign. Months, if not years, of thought, labor and planning have been contributed to the program by scores of industry members.

Local Drives Launched

Regardless of what may happen to the national business-building campaign, it is pointed out that exhibitors in numerous key cities have launched, or are planning to launch, their own business-building drives.

Reade, Loew's

(Continued from page 1)

000 in damages for its Woodridge Drive-In at Woodridge, N. J., in the action which involved clearance.

The sum paid to the circuit by the defendants was not disclosed, but Walter Gold, attorney for Reade, said that the theatre acquired a seven-day clearance following the regular territorial first-run.

Lawrence Dispute Settled

In another action, Reade also settled with Loew's Realty and Theatre a suit involving the Lawrence Drive-In at Lawrence, N. J. This case is still pending, however, against other major distributors and exhibitors also named as defendants.

Test Audiences

(Continued from page 1)

mitted by the company for possible reissue.

The test of audience interest in the titles will be conducted by Sindlinger and Company, Henry H. Martin, Universal general sales manager, said at the weekend. The survey will be conducted in both large cities and small towns to get a cross section of opinion, he added.

Cinerama in Spain

Cinerama theatres will be opened in Barcelona and Madrid no later than September, 1958, B. G. Kranze, vice-president of Stanley Warner Cinerama Corp., disclosed here last week.

He has just returned from the Continent where he arranged for new Cinerama exhibition. The two Spanish Cinerama houses will be operated by a syndicate, headed by Jose F. Arguer, owner of a Spanish theatre circuit.

Douglas in Washington For 'Vikings' Promotion

From THE DAILY Bureau

WASHINGTON, June 1. – Kirk Douglas arrived here on Friday to begin a four-day promotional campaign for his new United Artists release, "The Vikings." On Friday he had a series of press and air interviews. Yesterday he was guest of honor at the Israeli tenth anniversary ball. And today he will be honored by the Norwegian Society of Washington with a reception following a screening of the picture at the MPA headquarters. The guest list includes many top government figures.

Will Honor Humphrey

Tomorrow Douglas will personally present a silver model of a Viking boat to Senator Hubert Humphrey of Minnesota. The Senator represents one of the largest groups of Americans of Scandinavian ancestry in the U.S.

Producing Abroad Hits U.S., Congressman Told

From THE DAILY Bureau

WASHINGTON, June 1. – Complaints from Hollywood studio workers and the AFL Film Council that Defense Department cooperation with productions being filmed overseas is proving costly to the taxpayers and contributing to unemployment at home have been received by Los Angeles Congressman Joe Holt.

Holt said he plans to look into this situation, since he numbers many studios employees among his constituents.

Figaro Board Meets

The board of directors of Figaro, Inc., will meet today at the company's offices here.

K. C. Unit to Push

(Continued from page 1)

man of the committee, said yesterday. Murphy is public relations director for Cinerama in Kansas City.

Besides the business-building project, the committee's principal and immediate concern is to make arrangements for the annual "Salute to the Motion Picture Industry," which will be given at a Chamber of Commerce luncheon in September. Cecil B. DeMille has accepted an invitation to speak at the event.

Christmas Show Popular

Started successfully last year, "Christmas in July," a free show in which underprivileged youngsters were entertained and given gifts by an out-of-season Santa Claus, will be repeated on Aug. 31.

Berlin Festival Invites Kramer's 'Defiant Ones'

Stanley Kramer has been invited to show his production of "The Defiant Ones" in competition at the Eighth International Berlin Film Festival, which will be held June 27 to July 8. Dr. Alfred Bauer, director of the Festival, issued the official invitation after a Berlin screening of the United Artists release for the Festival Committee.

S.O.S. Has Cinetron

S.O.S. Cinema Supply Corp. has been named primary distributor of the Forney Cinetron, Joseph A. Tanney, president, has announced. The Cinetron is a heavy duty portable system designed to provide a great amount of light from a limited power source. Accurate, high-level, color-correct illumination is secured.

HI-YO

THERE'S BoxOFFICE GOLD IN TH

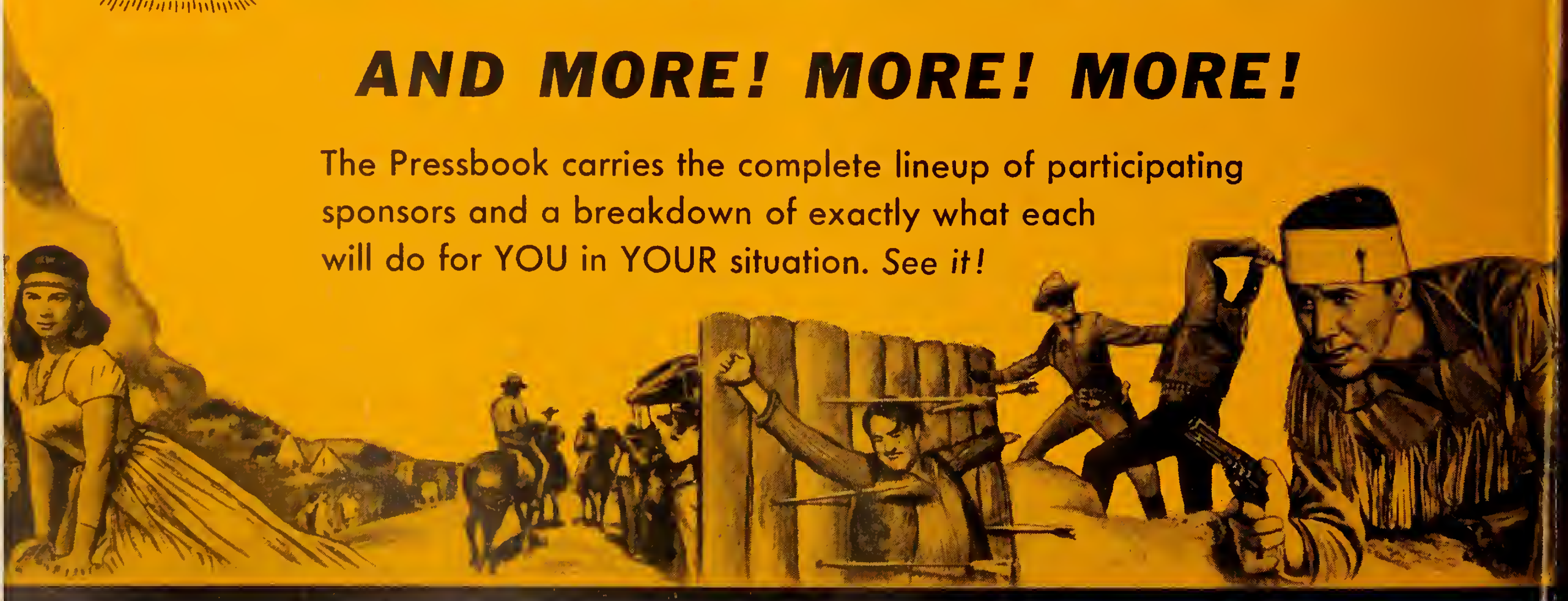
25th ANNIVERSARY CELEBRATION O

GREATEST MOVIE HERO OF ALL TIM

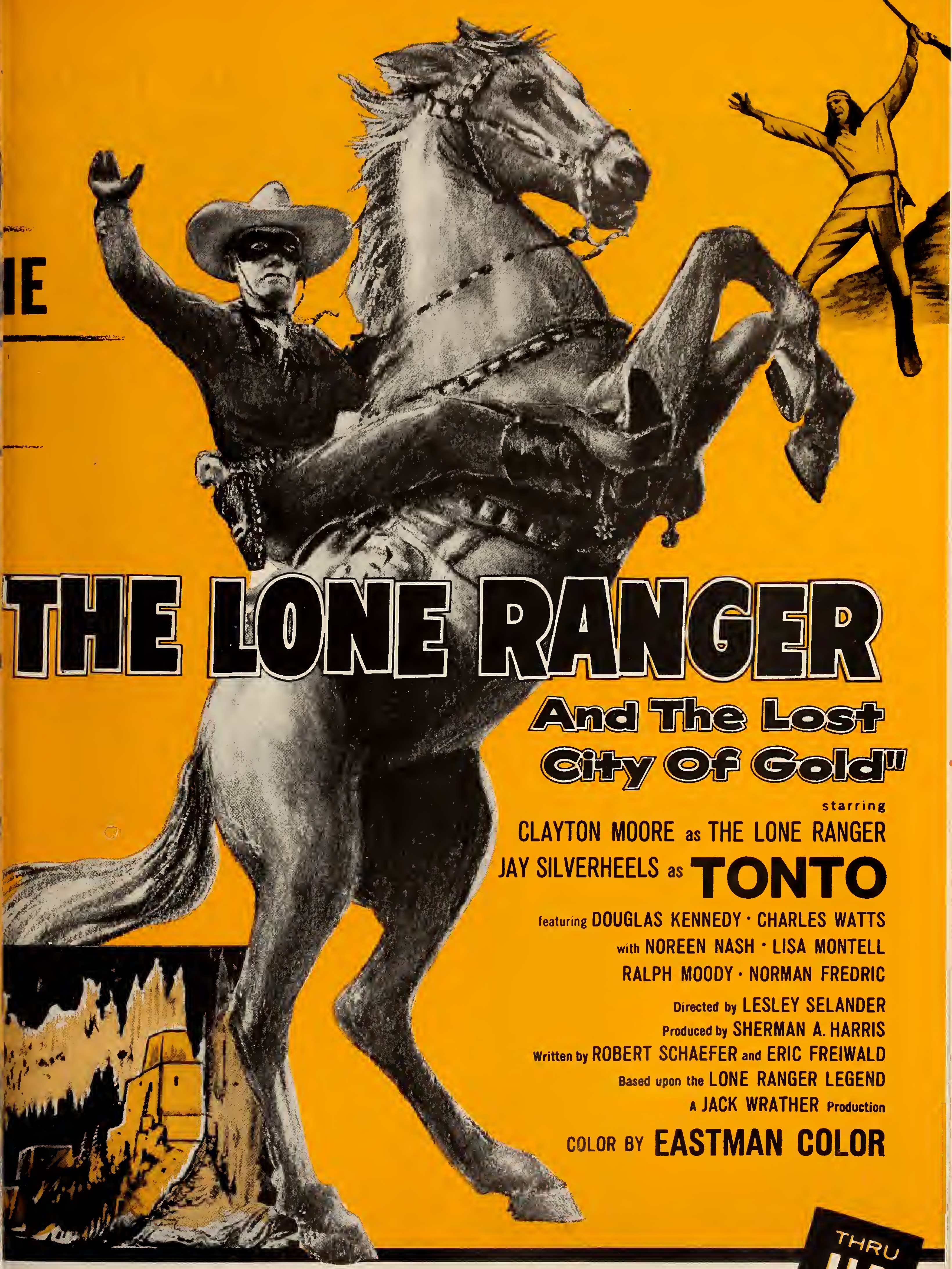
- **GOLD** 100,000,000 people reached weekly thru heavy TV and radio network plugs!
- **GOLD** 90,000,000 consumers reached thru around-the-country store displays!
- **GOLD** LONE RANGER personal appearance tour!
- **GOLD** Huge newspaper and magazine ad campaigns set up by nationally known produ
- **GOLD** Comic strips in 161 Sunday newspapers reaching into 40,000,000 homes!
- **GOLD** Dell comic books that sell in the millions!
- **GOLD** 76 Licensees exploit LONE RANGER in thousands of stores thruout the country
- **GOLD** LONE RANGER theme song on UA record...headed for the hit parade!

AND MORE! MORE! MORE!

The Pressbook carries the complete lineup of participating sponsors and a breakdown of exactly what each will do for YOU in YOUR situation. *See it!*



NEVER SUCH A MIGHTY EXPLOITATIO



THE LONE RANGER

"And The Lost City Of Gold"

starring

CLAYTON MOORE as THE LONE RANGER

JAY SILVERHEELS as **TONTO**

featuring DOUGLAS KENNEDY · CHARLES WATTS

with NOREEN NASH · LISA MONTELL

RALPH MOODY · NORMAN FREDRIC

Directed by LESLEY SELANDER

Produced by SHERMAN A. HARRIS

Written by ROBERT SCHAEFER and ERIC FREIWALD

Based upon the LONE RANGER LEGEND

A JACK WRATHER Production

COLOR BY **EASTMAN COLOR**

AMPAIGN... *IT'S YOUR BIG* ***JUNE*** *MONEYMAKER...*

THRU
UA

REVIEW:

High School Confidential!

M-G-M—CinemaScope

In an epilogue to "High School Confidential!" it is solemnly stated that a serious purpose motivated the making of the film. That, the audience is informed, was the exposure of the activities of narcotics peddlers in the nation's high schools.

In view of what has been happening on the screen for almost an hour and a half before this revelation, it is hard to take the pronouncement seriously. For "High School Confidential!" is a teen-age melodrama packed with a variety of sensational events that have become commonplace in pictures dealing with juvenile delinquency. The major difference is that this one has a more slick-looking production than some others and capable acting talent in Russ Tamblyn, Jan Sterling and John Drew Barrymore. Listed as "guest stars" are Mamie Van Doren, Diane Jergens, Jerry Lee Lewis, Ray Anthony, Jackie Coogan and Charles Chaplin, Jr.

Here are some typical episodes in the film. A fresh punk (played by Tamblyn), transferred from a school in Chicago to one in a town called Santa Bello, insolently mocks the principal on first first day and asks an attractive teacher (Miss Sterling) for a date in front of the whole class. At home he spends a great deal of his time warding off the seductive advances of his aunt (Miss Van Doren) while his uncle is away.

Several of the other students are part of a dope ring and have "hooked" a number of their classmates. For other entertainment the teen-agers hold a dangerous "drag" race in hot rods. Sexual promiscuity is taken for granted, and a trip to jail is all in an evening's fun.

Piled one on top of another, these melodramatic incidents, while sometimes credible and revealing in themselves, produce an effect of excess and, finally, disbelief. It thus becomes appropriate that several events first presented as facts are later exposed as hoaxes. The fresh punk turns out to be a narcotics agent working with the police, and his aunt is not related at all—but apparently some kind of undercover agent, too.

Is the film exploitable? Strictly to sensation-seekers. There is loads of "jive" talk in the script of Lewis Meltzer and Robert Blees, and the direction of Jack Arnold is swift. Albert Zugsmith produced.

Running time, 85 minutes. Adult classification. Release, in July.

RICHARD GERTNER

Unemployment Hurts Mich. Theatre Grosses

Special to THE DAILY

DETROIT, June 1 — Reports on theatre business in key cities throughout Michigan indicate that those towns which like Detroit depend primarily on the automotive industry for their prosperity, are extremely hard hit, despite the high quality of current product. Merchants and service institutions are suffering to the same degree as theatres, it is reported.

Unemployment in the towns of Flint and Pontiac is running between 10 and 15 per cent. Lansing is somewhat better off due to the fact that it is the site of Michigan State University and the same holds for Ann Arbor, where the University of Michigan is situated. Other cities that are hard hit include Port Huron, Battle Creek, Jackson and Kalamazoo.

Heads German Office

John H. Maynard has been elected a vice-president of W. J. German, Inc., to succeed the late Thomas L. Gibson as head of the Chicago office of the company.

TO BOX-OFFICE WISE EXHIBITORS:
LOOK OUT!
SAVE YOUR BEST SUMMER PLAYING TIME FOR THE WORLD'S GREATEST HORRORAMA!
THE REVENGE OF FRANKENSTEIN
IN
SUPERNATURAL TECHNICOLOR®
– from Columbia!

Television Today

IN OUR VIEW

THAT the battle for the freedom of the television's news operation is a long way from over is emphasized by Sig Mickelson, vice-president of CBS, and general manager of CBS News, in a recent speech before the annual convention of the Connecticut Broadcasters Association. He cited a recent Fund for the Republic report on broadcast journalism, and harks back, as did the report, to the June, 1957, CBS "Face the Nation" Krushchev interview which raised a storm of controversy, reaching even into the White House.

•

Mr. Mickelson records the report's conclusion that "American television is not as free to cover the news as is the press," and agrees that it is true. He recalls the events of the 1956 Democratic National Convention, when CBS again was the protagonist in a battle started by the Democratic National Committee when it berated CBS News for what the committee deemed to be partiality. CBS stuck to its rights and principles in the fight, emerged the victor and was acknowledged by all who realized the significance of the battle indeed to have done a fine service for television in general and its right to freedom as a news dispensing medium in particular.

Mr. Mickelson, however, cites the fact that television, although it has made strides in the direction of the freedom to which it should unquestionably be entitled, has a long way to go. Awards, too, says the executive, are discriminatory, in that many such presentations differentiate among national reporting, local reporting, community reporting and the like, but have a single all-embracing award for "television reporting." This, says Mr. Mickelson with considerable justification, implies that television news coverage is not competent to cover these various phases of news material. Obviously, television's news gathering agencies are the subject of discrimination in this as in other sectors of their legitimate activity.

•

Mr. Mickelson echoes a point we have made here before, that the American public, especially in these critical times, is in serious need of the kind of "quick, factual, hard-hitting information service we can deliver." However, he is guarded in his bid for equality, raising the issue that it is important television in its news aspects really earn the right to the equality it seeks.

Personnel, in news broadcasting, in many instances, is not all that it might be, he says, with justification, and needs to be improved in its over-all average level of quality. Original reporting is another area in which television could, should and must imp
its status, he says, and adds that
delivering of a quality perform
in the news job is a further essen
We agree on all points, but go
ther and insist that television i
must first accord to the news g
ering agencies within itself that
measure of support and the
evaluation to which they are entit

It is a two-way street; the
to that position must be earned
the news forces, and the televi
establishment itself must back
news forces' claims to equality to
hilt when they are earned. Every
in that fashion, cannot fail to p
thereby.

—Charles S. Aaron

FCC for 'Equal Time' On Air to Pro-Pay-TV

From THE DAILY Bureau

WASHINGTON, June 1. —
Federal Communications Commis
highly critical of one-sided e
rializing by television stations ag
pay-TV, warned an Alabama br
caster to give proponents equal
if its programs discuss this subjec
the future.

The FCC granted license rene
to the Alabama Broadcasting Sys
for WABT (TV) and two radio stat
in Birmingham, despite complaint
leging "unfair editorializing"
WABT on subscription television

This was the only instance in w
the station "deviated from the st
ards established in our 'editoriali
report'," the commission noted.

But, citing two telecasts late
January and early in February—w
pay-TV was being considered by
gressional committees—the FCC
the anti-pay-TV position taken by
station required it to give equal
to proponents.

Cites Specific Program

The one program, the FCC poi
out, "presented exclusively" v
in support of "free television"
urged listeners to pass on their v
to the station for forwarding to
Senate and House committees.

"It does not appear that your ch
of proponents of subscription te
sion"—two station employees
peared on a later panel show
"protagonists"—"fulfilled your '
mative duty to seek out, aid and
courage the broadcast of oppo
views'," as set forth in commis
rules requiring licensees to follo
"reasonable standard of fairness'
the presentation of controversial
sues, the letter stated.

EVERY DAY ON EVERY CHANNEL
TV
BROOKS
COSTUMES
3 West 61st St., N.Y.C.
Tel. PL. 7-5800

REALISM
CLICKS AT THE BOX OFFICE!

Scene from Don Hartman's Production DESIRE UNDER THE ELMS, starring Sophia Loren, Anthony Perkins and Burl Ives.

Bring out exciting realism with...

NATIONAL PROJECTOR CARBONS

TRADE-MARK

"NATIONAL" CARBON ARC
brightest man-made light!

Whether in black and white or color, "National" carbon arcs bring out all the realism Hollywood puts on film. The arc's color balance reproduces all the vivid hues of life-like color. Wide, wide screens show sharpness in every detail. For drive-ins, this brightest man-made projection light throws images hundreds of feet. And, indoors, picture brightness permits adequate house lighting.

These slower burning "National" Projector Carbons help cut operating costs: "Suprex" 7mm, 8mm and 9mm carbons — 10mm, 11mm and 13.6mm High Intensity Carbons.

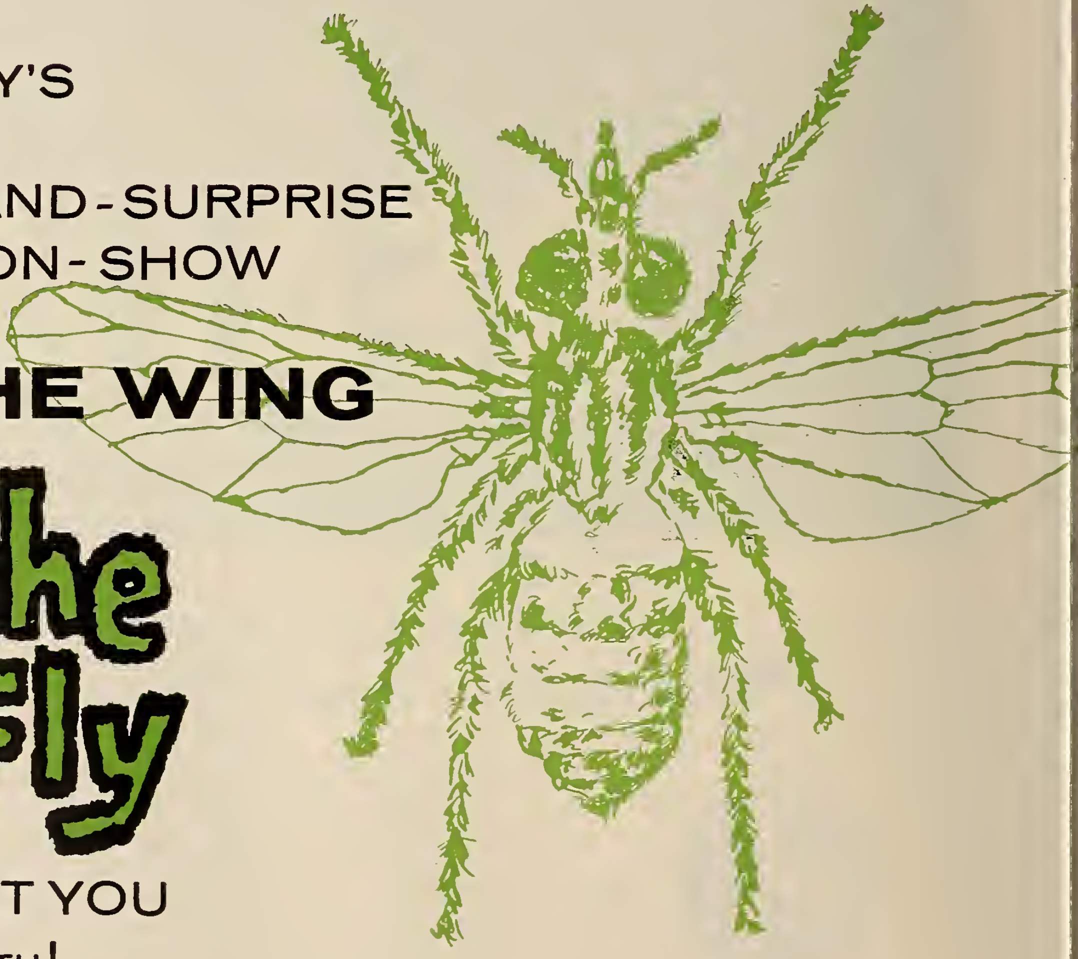
UNION CARBIDE

"National", "Suprex" and "Union Carbide" are trade-marks of Union Carbide Corporation

NATIONAL CARBON COMPANY • **Division of Union Carbide Corporation** • ***30 East 42nd Street, New York 17, N. Y.***

SALES OFFICES: Atlanta, Chicago, Dallas, Kansas City, Los Angeles, New York, Pittsburgh, San Francisco • **IN CANADA:** Union Carbide Canada Limited, Toronto

once it was human — even as you and I!



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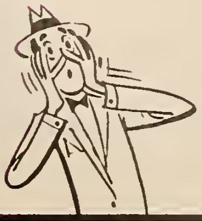

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VOL. 83, NO. 107 NEW YORK, U.S.A., TUESDAY, JUNE 3, 1958 TEN CENTS

End 'Footdragging'

Celler Warns FCC on TV Web Practices

House Judiciary Head Tells Agency to Issue New Rules

By J. A. OTTEN

WASHINGTON, June 2. – House Judiciary Committee Chairman Celler (D., N. Y.) said his anti-trust subcommittee would reopen its hearings on TV networks unless the FCC acted promptly to bar certain objectionable network practices.

These web practices are the "must buy" policy, option time, and program tie-ins. Justice Department officials have confirmed that they have advised the FCC of the illegality of these practices and of the Justice Department's desire that the FCC act to outlaw these practices, rather than making Justice take action under the antitrust laws. However, the inference is that if the F.C.C. doesn't act, Justice will.

Under the "must buy" policy, a

(*Continued on page* 5)

Republic Exchanges in South Closing June 14

Republic Pictures will be almost completely withdrawn from the Southern territory by June 14. Exchange closings set for that date, together with earlier closings in other parts of the country, will go a long way toward realization of H. J. Yates, Republic president, statement to the company's annual meeting of stockholders that he hoped to be out of the theatrical film business by July 1.

Southern branches set for closing on June 14 include Atlanta, New Orleans, Charlotte and Memphis. Charles Simpson and William Rich-

(*Continued on page* 5)

Television Today Page 5

Long Holiday Weekend Business Spotty on Broadway, Neighborhoods

The three-day holiday weekend brought good but not exceptional business to most Broadway first run theatres and uneven results at outlying houses, a check-up yesterday established.

Fine weather in the metropolitan area sent many local residents into the country for one or more days of the weekend but drew thousands of out-of-towners to the city. The result was that neighborhood theatre business in some instances was off slightly, and fair to good in others, but Times Square area de luxe houses, helped by the tourist trade, generally were better off.

Most estimates were that business was about equal to the Memorial Day weekend last year, or slightly below it. On the whole, Thursday night, Friday and Saturday business in the Times Square theatres was described as very good, with Sunday business reported as having been soft. Numerous holdover attractions may have held down grosses somewhat.

Radio City Music Hall, with "No

(*Continued on page* 2)

Martin Manulis Heads 20th-Fox Television

From THE DAILY Bureau

HOLLYWOOD, June 2. – Martin Manulis, producer of the CBS "Playhouse 90," has been named to head Twentieth Century-Fox's television subsidiary TCF-TV. Manulis replaces Irving Asher who moves east to head sales for the unit. Starting in September, Manulis will have a profit participation deal.

'Key' Received Warmly In Brussels, London

Special to THE DAILY

BRUSSELS, June 2.–Carl Foreman's "The Key," which is being released by Columbia Pictures, was honored here on Friday as the opening presentation of the Brussels Film Fair, a part of the Brussels Fair, in the presence of King Baudouin and the entire diplomatic corps.

A festive theatre crowd accorded the film an enthusiastic reception, matched by the welcome which street crowds gave Foreman, William Holden, Sophia Loren and Sir Carol Reed. Later the King privately met and congratulated all four.

The Belgian press said the Anglo-American production gave the Festival a truly gala opening. Foreman

(*Continued on page* 2)

Warner Bros. Re-Open Albany Film Exchange

Special to THE DAILY

ALBANY, June 2.–The Warner Bros. exchange here, which has been closed since March 28, reopened today with a three-person staff.

Raymond S. Smith, branch manager, who had been occupying an office in the Strand Theatre Building, returned to his former Film Row quarters with a booker and a secretary. An unexpired lease on the prem-

(*Continued on page* 2)

New Drive for Maryland Censorship Law Seen in Film Letter-Writing Campaign

From THE DAILY Bureau

WASHINGTON, June 2.–Motion Picture Association headquarters here has received in the past few weeks over 1,200 letters from residents of Baltimore protesting films of crime and immorality.

The letters, following a form but individually signed, are taken as the beginning of a new attempt to enact a Maryland film censorship law. A censorship law was defeated at several stages of the state legislature this year, but the letters indicate a renewed drive can be expected next year.

The letters protest films that "tend to teach, incite or condone the commission of criminal acts, acts of violence, depraved or immoral acts against a person, acts of immorality, lust or lewdness, or the use of narcotics." The letters also attack "indecent, suggestive or pornographic advertisements" of films. The letter-writers claim to be parents of young theatre-goers.

"Call a Halt"

Time to End Gloom Talk, Lippert Says

Producer-Exhibitor Starts Tour of Exchange Centers

Special to THE DAILY

KANSAS CITY, June 2. – The downbeat attitude that has permeated the movie industry from Hollywood down to the grass roots should be stifled immediately, Robert L. Lippert, president of Lippert Theatres, and a film producer, said here today.

Starting a nationwide tour in which every exchange center will be visited, Lippert spoke at a luncheon for trade personnel here and in neighboring cities.

"Personally," he said, "I am tired of hearing continuous downbeat talk. It is time to call a halt to the gloomy comments. At the present time, Hollywood is going through a phase which all businesses experience, and usually term 'reorganizations'.

"But production is far from dead. As a matter of fact, Twentieth Cen-

(*Continued on page* 5)

Fox Will Release 14 In 3rd Quarter of '58

Twentieth Century-Fox will release 14 major productions in the third quarter of 1958, it was announced yesterday. Heading the list in July will be "The Bravados," starring Gregory Peck and Joan Collins. Herbert B. Swope, Jr. produced and Henry King directed.

Also scheduled for July are "The Fly," in CinemaScope and DeLuxe color, starring Al Hedison, Patricia

(*Continued on page* 4)

Talks on Soviet Film Deal Off Until Fall

From THE DAILY Bureau

WASHINGTON, June 2. – Motion Picture Association and government officials now do not expect U.S.-Soviet film sale talks to resume before the fall.

The deadline by which the Soviets

(*Continued on page* 4)

PERSONAL MENTION

ROBERT SHAPIRO, managing director of the Paramount Theatre here, has left New York for Hollywood.

•

Sidney Kramer, foreign sales manager for RKO Radio, has left New York for Panama and other Caribbean areas.

•

Edward L. Kingsley, head of Kingsley International Pictures, will return to New York today from Europe.

•

Anita Virga, director of advertising for Original Crispy Pizza Crust Co., will be married on June 15 at Santa Maria Church, Bronx., N. Y., to **Frank J. Scelza**, a buyer at Hazeltine Electronics Corp., Little Neck, L. I.

•

Mark Slade, 20th Century-Fox film editor, will return to New York tomorrow from London via B.O.A.C.

•

Pat Boone, who will graduate *magna cum laude* today from Columbia University, will leave here soon for the Coast.

•

Samuel Bronston, producer, has returned to New York from Spain.

•

James Merrick, talent agent, will leave New York on Thursday for London via B.O.A.C.

Cohen, N. Y. Realtor to Produce Feature Film

Walter Cohen, New York realtor, has announced his entry into the independent production field with a projected $3,500,000 feature tentatively titled "The Vision and the Desire." The picture, a Biblical story, will deal with Joshua's "Seven Lost Years." Walter Cohen Productions, the new company, announced the picture would be shot in the fall in Todd-AO and color. Negotiations with three stars, a director and a distribution company are said to be underway.

Martha Hyer to Mirisch

HOLLYWOOD, June 2. – Martha Hyer has been signed by the Mirisch Co. on a long-term non-exclusive pact calling for one picture a year for seven years. The actress, who recently obtained her release from Universal, co-stars in Paramount's forthcoming "Houseboat" opposite Cary Grant and Sophia Loren and Bob Hope's current United Artists' "Paris Holiday."

British Distributor Unions Get Wage Hike

By WILLIAM PAY

LONDON, May 31 (By Air Mail). —Employees of film distributors here are to receive an increase of 7.5 per cent on minimum provincial wage rates. The Kinematograph Renters' Society (KRS) announces that it has entered into a new agreement to this effect with the National Association of Theatrical and Kine Employees (NATKE).

Two minor amendments relating to hours of work and holidays are also to be incorporated in the new agreement which will remain in force until terminated by six months' notice by either party.

This agreement is the first result of NATKE's General Secretary Sir Tom O'Brien's demand for a share of the recent cinema tax remission. Sir Tom claimed that the first advantage should go to the employees in the indemands and a new page pact.

The CEA (Cinematograph Exhibitors Association) expects to fix a meeting with the union next week when it will also discuss staffing of projection boxes, the working week, holidays and other matters. The BFPA (British Film Producers Association) has agreed to meet NATKE, at an early date, to discuss Sir Tom's demands and a proposed new wage agreement.

A. J. Delcambre, 48; N.S.S. Manager in Dallas

Special to THE DAILY

DALLAS, June 2.—Alfred J. Delcambre, 48, National Screen Service branch manager here, who died from heart failure last Friday in Baylor Hospital, was buried from St. Monica's R. C. Church here this morning. He had been associated with NSS since March, 1951.

Delcambre was a former sales representative for United Artists and Paramount and was a divisional manager for the Selznick Releasing Organization. At one time he won All-American football honors and subsequently coached the freshman team at SMU. He also was featured in a series of Western pictures as well as dramatic roles, his last picture having been "Arctic Fury," which he also coproduced in Alaska.

Variety Press Lunch

Variety Clubs International has scheduled a luncheon at the Warwick Hotel here on June 18 to introduce trade and other press representatives to its new slate of international officers headed by George W. Eby, chief barker, who were installed at the annual convention in London recently.

Smorgasbord Groans For Norway and UA

By FLOYD STONE

New York newspapermen and women yesterday perceived, especially through their palates, that a Norway which once spawned brutal Vikings and which possibly through sheer adventure discovered this country, wants Americans to discover Norway land of "The Vikings," which United Artists also has discovered.

Norway did this with a hospitality which in the annals of hospitality to the newspaper craft, possibly also is historic.

Fin Odd, vice-president of Norwegian-American Line; Henning Koefoed, manager of the Norwegian Travel Office; and, not at all the least, Mort Nathanson, United Artists publicity manager—served newswriters, aboard the "Oslofjord," 36 courses of smorgasbörd, and followed it with filet mignon and bearnaise sauce, plus marshpane cake, and beer, wine and aquavit, all Norwegian.

Koefoed commented the terrible tempered Douglas (Kirk Douglas, that is, the producer) not only managed to arouse patriotic temper, long abed, by his insistence on model ships, three of them, with local carpenters summoning their olden skills, but also by attempting to phone Hollywood at hours when local telephone offices were closed. He aroused admiration, but not the offices.

Douglas to Go Aloft Today

Douglas this morning will be hoisted aboard a bosun's chair 100 feet above the street, 46th at Times Square, to dedicate the 275 foot sign between 45th and 46th streets above the Astor and Victoria theatres, a sign probably the world's largest and featuring a 261-foot Viking galley with oars moving. He'll smash against it a bottle of fjord water, and although United Artists' insurance department has insured him heavily and insisted the Artcraft-Strauss ropes be firm and heavy, it still is a risk for a producer, even a Viking.

In yesterday's 36 courses, the sardines, sprats, white and whole wheat bread, sturgeon, even the lox, all were Norwegian. And the schmaltz herring. Meyer Beck (Douglas' representative) who sat next to the "Daily News'" Dorothy Masters, was, this reporter felt, qualified to comment on the schmaltz.

"Four stars," he said.

Crescent House Closed

MORRISTOWN, Tenn., June 2. – The Crescent Amusement Co. has closed the Ritz Theatre here, leaving this town with only one theatre, the Princess, for the first time in the past 30 years.

Long Holida

(Continued from page 1)

Time for Sergeants" on the screen r ported $105,000 for the first fo days, Thursday through Sunday, wi a good $155,000 to $160,000 in vie for the week. The Paramount, wi "10 North Frederick," did a goo $32,000 for the three-day weeken Friday was the first day of the pi ture's second week at the theatre.

The Capitol reported $34,000 f the three-day holiday weekend wi "Vertigo," with business there r ported as having been good on Frid and Saturday but off quite a bit Sunday. Loew's State, with "Hi School Confidential," reported a fa $17,000 for the three-day weekend

'Key' Received

(Continued from page 1)

will leave here by plane for New Yo tomorrow to discuss plans for t American premiere of "The Key." opened in London at the Leicest Square last Thursday with Prince Margaret in the audience. The Bri ish press also was enthusiastic in praise of the picture.

The picture grossed £3,1 ($8,400) in its opening day at t Odeon in London.

Warners Reopen

(Continued from page 1)

ises still has some time to run. Natio al Film Service now is handling ph ical distribution for Warners. T booking and billing had been co ducted from New York since April The new Albany operation reported will be a sub-office of New York.

Lourie Gets Theatre

DORCHESTER, Mass., June 2. Plans to renovate the Morton Theat here and reopen it on the Fourth July weekend have been announc by Albert B. Lourie who has a quired the house following the dec sion of American Theatres Corp. n to renew its lease. Robert Waldma owns the property on which the 140 seat theatre stands. Lourie also o erates the Adams Theatre here a nine drive-ins.

NEW YORK THEATRE

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Rockefeller Center • CI 6-4600
"NO TIME FOR SERGEANTS"
Starring
ANDY GRIFFITH
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

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PEOPLE

Alan Bader, formerly assistant worldwide publicity manager at RKO-Radio Pictures, has been named manager of publicity for the Greater New York Fund, succeeding **Richard Crandall,** who has joined the Herald Tribune Fresh Air Fund.

□

Earl D. Austin, manager of the Alexander Productions department of Alexander Film Co., Colorado Springs, Colo., has been promoted to the post of resident vice-president in the Los Angeles area for Alexander Film Co. His former production managerial post will be taken by **John Lee,** formerly production manager of WXYZ-TV, Detroit.

□

Arthur Engelbert has retired as cashier and accountant at the Warner Brothers exchange in Cleveland, a post he has held for the past 29 years. He was guest of honor at a farewell party given by the WB staff.

□

Castleton Knight, who recently retired as general manager of Gaumont British and Universal Newsreels after more than 40 years in the industry, was the recipient of a message from **Queen Elizabeth** which paid tribute to his "distinguished services to the film industry."

□

John Alterman will remain as manager of the Melba Theatre in Dallas with the changeover of that house from a Cinerama to a first-run policy. The theatre, a unit of the Trans-Lux circuit, will reopen on June 13 with "Macabre."

□

Clyde Sampler, with the accounting department of Capital City Supply Co., Atlanta, for many years, has resigned to join Buena Vista there as head booker, replacing **Leo Vann.**

Scan PCC Applications

HOLLYWOOD, June 2. – Applications from 26 local charitable organizations will be reviewed by the Motion Picture Permanent Charities Committee starting tomorrow as MPPC begins budgeting for the 1959 campaign. The total for the 1958 campaign has reached $1,201,965, and is expected to go slightly higher before the drive closes officially on June 30.

Adler Coming Today

HOLLYWOOD, June 2. – Buddy Adler, 20th executive production head, will leave here by plane tomorrow for home office conferences. He will leave New York on Sunday for Europe.

REVIEW:

The Law and Jake Wade

M-G-M—CinemaScope

A TOP NAME cast, living up to their reputations, seasoned and skillful direction, a straight line plot built for action and suspense, and magnificent scenery in CinemaScope and Metrocolor distinguish this William Hawks production and aim it for big grosses.

Robert Taylor and Richard Widmark, the latter back in the role of the careless killer which made him famous, are the marquee names, both, under John Sturges' careful direction, giving performances commensurate with their star status. The screen play by William Bowers, from a novel by Marvin H. Albert, is constructed with care and eye and an ear for detail that results in a smoothly flowing, interest holding narrative.

Taylor is the marshal of a small New Mexico town in the post Civil War era. During the war, and immediately afterward he had been a border raider with Widmark who had continued his crime career. Widmark and his gang kidnap him along with his fiancee, Patricia Owen, to force him to take them to a ghost town in the salt desert where the money from their last bank robbery is hidden. The ride across mountains and desert, with Taylor trying to escape with Miss Owens from Widmark's deadly vigilance, builds seat-squirming suspense.

Climaxing the trek is a chilling attack by Comanches, one of the best in recent western history, during which three of the gang members are killed. Widmark and his chief lieutenant survive and foil Taylor's seemingly last chance to escape. Finally, Taylor kills Widmark in the gun duel toward which the story has been pointing since the beginning, but the circumstances of which make for a surprise twist.

Authentic sets and the awesome mountains and deserts of New Mexico and Utah add to the realism of the picture, the scenery in color being a selling point by itself.

Running time, 86 minutes. General classification. Release not set.

JAMES D. IVERS

Hear FWC Men Today In S.F. Embassy Suit

Special to THE DAILY

SAN FRANCISCO, June 2.–Counsel for the Embassy Theatre laid the foundation today in the $8,000,000 anti-trust suit against Paramount Pictures and others, including National Theatres and its subsidiaries, that as far back as 1932 exclusive franchises were granted by the major studios to NT houses all over the country.

This, attorney Robert D. Raven charged, put independent houses such as the Embassy to a distinct and costly disadvantage in their efforts to get first run product at any price.

Dibble Completes Testimony

Raven spent the entire day introducing deal sheets and schedules after Leland Dibble, co-owner of the Embassy, stepped down from the witness standing following six continuous weeks of testimony.

Tomorrow, Raven announced, he will start parading Fox West Coast Theatres officials to the stand, all of whom have been subpoenaed. First to be called will be Charles Thall, former FWC buyer, and awaiting call are George Milner, buyer, and William Thetford, Northern California division manager, among several others.

During Dibble's tenure on the stand, Federal Judge Edward P. Murphy again made it clear that Herman Wobber, an original Embassy partner with Dibble and Daniel McLean, will be a key witness when he is called to the stand. During the 18 months he held a 55 per cent interest in the Embassy, Wobber was general sales manager for 20th Century-Fox and owner of the Ten-O-Win game used by the theatre.

In overruling a defense objection to the reading by Raven of a lettter sent by Dibble to Wobber, Judge Murphy said:

"This is just the type of evidence I am interested in, and when Mr. Wobber takes the stand I have some very pertinent questions for him."

This led Arthur B. Dunne, counsel for FWC and NT, to wryly comment: "I have a clear recollection from the past of your honor's talent for asking pointed questions."

Start Work on Tax Cut Bill for Small Business

From THE DAILY Bureau

WASHINGTON, June 2. – The House Ways and Means Committee said it would start executive session work tomorrow on a small business tax relief bill.

The bill, which might take several days to put together, will likely include more liberal depreciation, investment, and estate tax provisions for small businesses. The Administration and Congressional leaders are in agreement in taking some sort of action in this field.

. . . NEWS ROUNDUP

NSS, Columbia in U.K. Deal

National Screen Service will distribute Columbia Pictures' advertising accessories in the United Kingdom, effective at once, in accordance with an agreement signed between the two companies. NSS has in the past supplied the Columbia trailers to the British Isles.

■

Mass for Msgr. Masterson

A fifth anniversary mass for the late Very Rev. Monsignor Patrick J. Masterson, former executive secretary of the National Legion of Decency, will be offered in the Lady Chapel of St. Patrick's Cathedral on June 9 at 9 A.M.

■

Finnish Film to Bregstein

"The Milkmaid," a production of Finland which is reported to have re-vitalized the Finnish film industry, will have its American premiere here on June 11 in a multiple-theatre opening, it has been announced by Herbert Bregstein, president of Stanard Releasing Organization, who obtained the rights during a recent trip to the Continent, where the picture is said to have been very successful.

The companion picture announced by Standard is "Geisha," Technicolor film depicting the training and life of the Geisha girl, Japanese hostess-entertainer.

■

Says Pay-TV Will Rise, Fall

Subscription television will be authorized by the Federal Communications Commission, will rise, and will fall. This is the prediction of Prof. Edward Stasheff of the University of Michigan, in an address before the awards luncheon of the Milwaukee County Radio and Television Council. "The public," said Prof. Stasheff, "will get tired of paying for television and will find the bother of looking at commercials on free TV is not nearly as great as footing the bill."

■

K.ofC. Unit for Censoring

The Pennsylvania Knights of Columbus, in convention at Wilkes-Barre, voted unanimously to support legislation restoring motion picture censorship to the State. Pennsylvania has been without censorship since March, 1956. Registration of film exhibitors and criminal penalties for violations were also supported.

Widmark Buys Novel

HOLLYWOOD, June 2. – Richard Widmark has announced that he has purchased the screen rights to Luis Spota's novel, "The Wounds of Hunger," which he will produce, but not appear in, for his Heath Productions.

'Ten' Metropolitan Gross at $1,600,000

The boxoffice power of "The Ten Commandments," reported as impressive all over the world, yesterday was underscored again in the New York metropolitan area as 13 first-run neighborhood theatres that have been playing the Cecil B. DeMille production four to eight weeks attained a total gross of more than $1,600,000, this following the picture's record-breaking 70-week engagement at the Criterion Theatre on Broadway.

The DeMille masterpiece, which will start a 12-theatre special engagement run in New Jersey June 25 and a new 20-theatre special engagement run in the New York metropolitan area July 16, has set extraordinary records for extra playing time at the 13 local houses.

The metropolitan area theatres that have been holding "The Ten Commandments" for four to seven weeks are the Paramount Theatre, Brooklyn; Loew's Paradise; Loew's Valencia; Loew's White Plains; Loew's 83rd Street; Loew's 72nd Street; Fabian Paramount, Stapleton, S. I.; Skouras Calderone, Hempstead, L. I.; U. S. Theatre, Paterson, N. J.; Warner Stanley, Jersey City; Warner Ritz, Elizabeth, N. J.; Liberty, Plainfield, N. J., and Albany, New Brunswick, N. J.

FEATURE REVIEWS

Bullwhip

Allied Artists—CinemaScope

HOLLYWOOD, June 2

Guy Madison and Rhonda Fleming are well cast together in this colorful western and enact a romantic affair that gives it added appeal for the distaff audience. Some of the dialogue may be on the corny side, but this Helen Ainsworth-William F. Broidy production sets a lively pace most of the way. There is also a tuneful title song, sung by Frankie Laine, which is an asset for exploitation.

The story is narrated by Miss Fleming, cast as a tough and voluptuous Irish-Indian. She tells of her quick marriage to Madison, a carefree fugitive cowpoke in the post-Civil War era, that finally ends in a lasting attachment after some amusing sequences in which he breaks her hold over her father's fur trading company and the men who work for it. Throughout director Harmon Jones plays up the romance between the two with amusing byplay.

Competent supporting roles are offered by James Griffith, Burt Nelson, Dan Sheridan, Peter Adams and others. Adele Buffington wrote the screenplay, and the production is in CinemaScope and color.

MARVIN FISHER

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The Lone Ranger and the Lost City of Gold

Jack Wrather—U.A.

This carries on, as the authors state, "the legend" of the Lone Ranger, but not, in these days of westerns everywhere and for so many years, distinctively enough. This is not saying the youngsters won't enjoy it; its faults are apparent only to the somewhat intangible but probably more aged discriminating.

A variation of format is a slight race question: whites dislike, snub, exclude, humiliate Indians. The town's doctor, in a sub-plot, hides his "Indianness," feels he's making money someday to help his fellows, actually is anguished by shame and resentment, and at the end proudly proclaims his heritage. He's also part of the main plot: he wears under his shirt a medallion, one of five which when assembled make a map showing the "City of Gold," since Spanish times hidden and merely Indian legend. The Hooded Raiders assemble those medallions by murdering their wearers. There seems at first to be no reason for these murders; but the Lone Ranger (Clayton Moore) and Tonto (Jay Silverheels) discern and then make a pattern, and at the end prevent the Raiders from assassinating the doctor (Norman Frederic).

They prod from cover Douglas Kennedy, the Raider's leader, an outlaw who with the sheriff as friend, and a woman who owns the telegraph and express companies as his mistress, runs the town; and Noreen Nash, that woman, respectable, pretty, fickle, avaricious, and murderous. In the final fight, after the Ranger shoots Kennedy, she kills him, with a tomahawk, and becomes a murderer in fact, with the Ranger a witness.

Sherman Harris produced, Lesley Selander directed, Robert Schaefer and Eric Freiwald wrote; the ratio is 1.85:1, and the color is Eastman color.

Running time, 80 minutes. General classification. Release, in June.

FLOYD E. STONE

Talks on Soviet Deal

(*Continued from page* 1)

were supposed to suggest a meeting time has passed without any word from Moscow. When the film talks here recessed at the end of April the participants agreed to set within 30 days a time and a location for a new meeting.

But the end-of-May deadline came and went without any time having been suggested by Sovexport film officials, and MPAA and U.S. Information Agency chiefs take that as an indication that the Russians are in no rush to resume talks and that things will slide along as they are at least until the fall.

Fox to Have 14

(*Continued from page* 1)

Owens, Herbert Marshall and Vince Price; "Sierra Baron," produced Plato Skouras, directed by Jam Clark in CinemaScope and color DeLuxe; and "Gang War," a Rega scope production starring Charl Bronson and Jennifer Holden.

In August, 20th heads the list wi "A Certain Smile," the CinemaScop DeLuxe color adaptation of Francoi Sagan's best-selling novel, starrin Rossano Brazzi and Joan Fontaine.

The other August releases ar "Quick Draw at Fort Smith," starrin Hugh O'Brian, Robert Evans an Dolores Michaels; "Turn of th Tiger," starring Stewart Granger an Barbara Rush; "RX Murder," starrin Rick Jason and Lisa Gastoni; "Villa, in CinemaScope and color by DeLux with Cesar Romero, Brian Keith an Margie Dean and "Flaming Frontier, a Regalscope release.

'The Hunters' for September

September's release schedule i topped by Dick Powell's Cinema Scope-DeLuxe color adventure o fighter pilots at love and war in Korea "The Hunters" starring Rober Mitchum, Richard Egan, Robert Wag ner, May Britt and Lee Philips.

Another top release in the Fal will be "The Remarkable Mr. Penny packer" based on the Broadway play The film will star Clifton Webb Dorothy McGuire, Dorothy Stickne and Jill St. John.

Also for release at the end of th third quarter are: "Intent to Kill," with Richard Todd, Betsy Drake an Alexander Knox, and "Smiley Gets Gun" with Keith Calvert, Dame Sybil Thorndyke and Chips Rafferty.

Eby Names Variety Club Committee Heads

George W. Eby newly elected International Chief Barker of Variety Clubs International, has announced committee appointments to complete the official family of Variety for the coming year. These are in addition to the officers elected at International convention in London.

International representatives are: Region 1, William Koster; Region 2, Morton Gerber; Region 3, Ralph W. Pries; Region 4, Joseph Podoloff; Region 5, R. L. Bostick; Region 6, Gene Murphy; International European representative, C. J. Latta.

A new office has been created this year—International representative for radio, television and agencies, Harold C. Lund.

CHICAGO 1327 So. Wabash

NEW YORK 630 Ninth Avenue

WHEN QUALITY AND SERVICE IS A MUST get your SPECIAL TRAILERS From Good Old Dependable FILMACK

Lippert Says

(Continued from page 1)

ury-Fox is spending a million dollars week on production alone. The dar- ng themes which the studio has em- loyed are paying off and will con- nue to do so. But these daring hemes must be handled in good aste."

Explaining that the viewpoints ex- ressed in talks here and those to be made at other exchange centers were hose of a producer, an exhibitor and salesman, Lippert urged the show- men to do everything to protect the ource of supply.

"Healthful movies are being made n Hollywood," he said, "and these, n the long run, will benefit everyone n the business."

Republic Exchanges

(Continued from page 1)

rdson of Capital Releasing Co. will ake over the Republic branch in At- anta. In Charlotte, branch manager . H. Dillon will continue to represent Republic, making his headquarters at he American-International exchange here, which will take over Republic distribution.

'Salt of Earth' Producer Must Answer in Suit

Simon Lazarus, president of Inde- pendent Productions, producer and distributor of "Salt of the Earth," must answer a series of 95 questions pre- pared by the defendants in a $7,500,- 000 anti-trust suit, even though some of them bear on alleged association by Lazarus with Communists.

Federal Judge William B. Herlands ruled in New York Federal Court yesterday that Lazarus, who is suing 105 individuals and corporations, including major producer-distributors, must answer the questions submitted by Myles J. Lane, of Schwartz & Frohlich, representing the defendants.

Lazarus had claimed immunity under the First Amendment, but Judge Herlands ruled it had no bearing in a civil suit.

Milwaukee's Riverside Marks 30th Birthday

Special to THE DAILY

MILWAUKEE, June 2.—The Riverside Theatre, in downtown Milwaukee, celebrated its 30th anniversary on Wednesday, May 28. On the front page of the "Milwaukee Journal" Green Sheet, Walter Monfried wrote the history of the show house next to the river, where many great stars performed in person.

Some 30 telegrams from Hollywood and from the Governor of Wisconsin and the Mayor of Milwaukee are on display. Also on display in the lobby is a 30-year-old projector and a new one.

Carnations and cigars were given to patrons as they entered the theatre on Wednesday.

Television Today

Warn FCC on Web Practices

(Continued from page 1)

network requires advertisers to buy time on a large designated group of stations, rather than permitting them to choose just some stations. The option time rule of networks requires affiliated stations to carry network programs a certain number of hours a day, usually in prime viewing time. Program tie-ins refer to the practice where networks sell desirable evening hours to advertisers only on condition they use certain network-produced or network-owned shows.

Celler, whose anti-trust subcommittee last year attacked must-buy, option time, and tie-in practices, said it would be "manifestly against the public interest" for the FCC to delay further in issuing new rules to curb these practices. He noted they had been attacked not only by his subcommittee but also by the Senate Commerce Committee staff, the Barrow Committee, and now by the Justice Department.

Calls Commission 'Dilatory'

"The FCC has resorted to dilatory tactics in what appears to be a deliberate attempt to refrain from taking action to ban these various restrictive and anti-competitive practices," he said. "Further foot-dragging by the FCC can no longer be countenanced. My subcommittee will watch developments in the immediate future and will reopen its hearings should there be further unjustified delay by the Commission."

TV network practices have been under fire for some time, both before the FCC and on Capitol Hill. The Senate Commerce Committee starts hearings tomorrow on a bill by Senator Bricker (R., O.) to require the FCC to regulate TV networks directly, instead of indirectly as at present. The FCC has been holding intermittent hearings on the so-called Barrow study report which, among other things, attacked must-buy and option-time policies. It just heard broadcast industry officials defend the practices at length, and will hear the author of the report, Dean Roscoe L. Barrow of the University of Cincinnati Law School, sometime in July. Then it must decide what to do about the recommendations in the report.

Methods Long Under Study

The Justice Department's anti-trust division has been studying TV network practices for some time, and has apparently decided that the three practices mentioned are almost certainly anti-trust law violations in and of themselves. The division has also apparently decided that it would be easier for the government if the FCC were to bar them than to require Justice to bring an uncertain, lengthy antitrust action.

This, at least, was the verdict given the FCC commissioners in a recent, lengthy interview by anti-trust chief Victor R. Hansen and his aides. Hansen said this was the view, too, of Attorney General William Rogers. Justice officials reportedly said they had read the Barrow hearings and report and the transcripts of recent Senate Commerce Committee testimony, and had concluded that action must be taken against the practices cited.

Cash Prizes to Stations For "Lone Ranger"

Cash awards totaling $10,000 will be distributed this week by The Jack Wrather Organization to 22 television station promotion managers throughout the United States for the best local campaigns conducted in connection with The Long Ranger 25th "Silver" Anniversary and the forthcoming United Artists release, "The Lone Ranger and the Lost City of Gold."

Participating in teh awards with The Jack Wrather Organization are General Mills, Inc., and American Bakeries Co., sponsors of the TV program over 158 ABC and CBS television network stations, and United Artists Corp., releasing the film production.

Don Davis, of KMBC-TV, Kansas City, Mo., was awarded the top honor, carrying a $2,500 award, with Burt Toppan, WTVJ-TV, Miami, Fla., second with a $2,000 award, Roy Pedersen, WDAY-TV, Fargo, N. D., third with $1,500, and Gene Godt, WCCO-TV, Minneapolis, Minn., the fourth award of $1,000.

Study Revision of Emmy Procedure

The board of governors of the New York chapter of the Academy of Television Arts and Sciences meets here today to elect five members to the national board of trustees and to study proposed revisions in the Emmy Award procedure.

Evelyn F. Burkey, executive director of the Writers Guild, East, and David Susskind, vice-president of Talent Associates, Inc., were named co-chairmen of the Awards Committee which is working with its Los Angeles counterpart on a possible revision of the period covered by the Awards and on their structure and categories.

Who's Where

Appointments of **Mort Rubenstein** as art director and **Marvin Fuchs** as production manager for the advertising and sales promotion department, CBS Television Stations, were announced by **John Cowden**, vice-president.

□

Zaro Calabrese has been appointed art director of the ABC Television Network, it was announced by **Donald W. Coyle**, vice-president in charge of sales development and research.

□

Charles Manno has been named eastern program director for the ABC Radio Network, it was announced by **Edward J. DeGray**, vice-president in charge of the network.

□

Merle L. Galusha has been named manager of operations for WRGB-TV, WGY and WGFM, Schenectady, N. Y., while **Robert F. Reid** has been appointed manager of marketing for the combined stations.

To Urge Legislation On TV License Sales

From THE DAILY Bureau

WASHINGTON, June 2.—House Commerce Committee Chairman Harris (D., Ark.) said he would try to have his group approve legislation next month to deal with television license trafficking and pressures on the Federal Communications Commission.

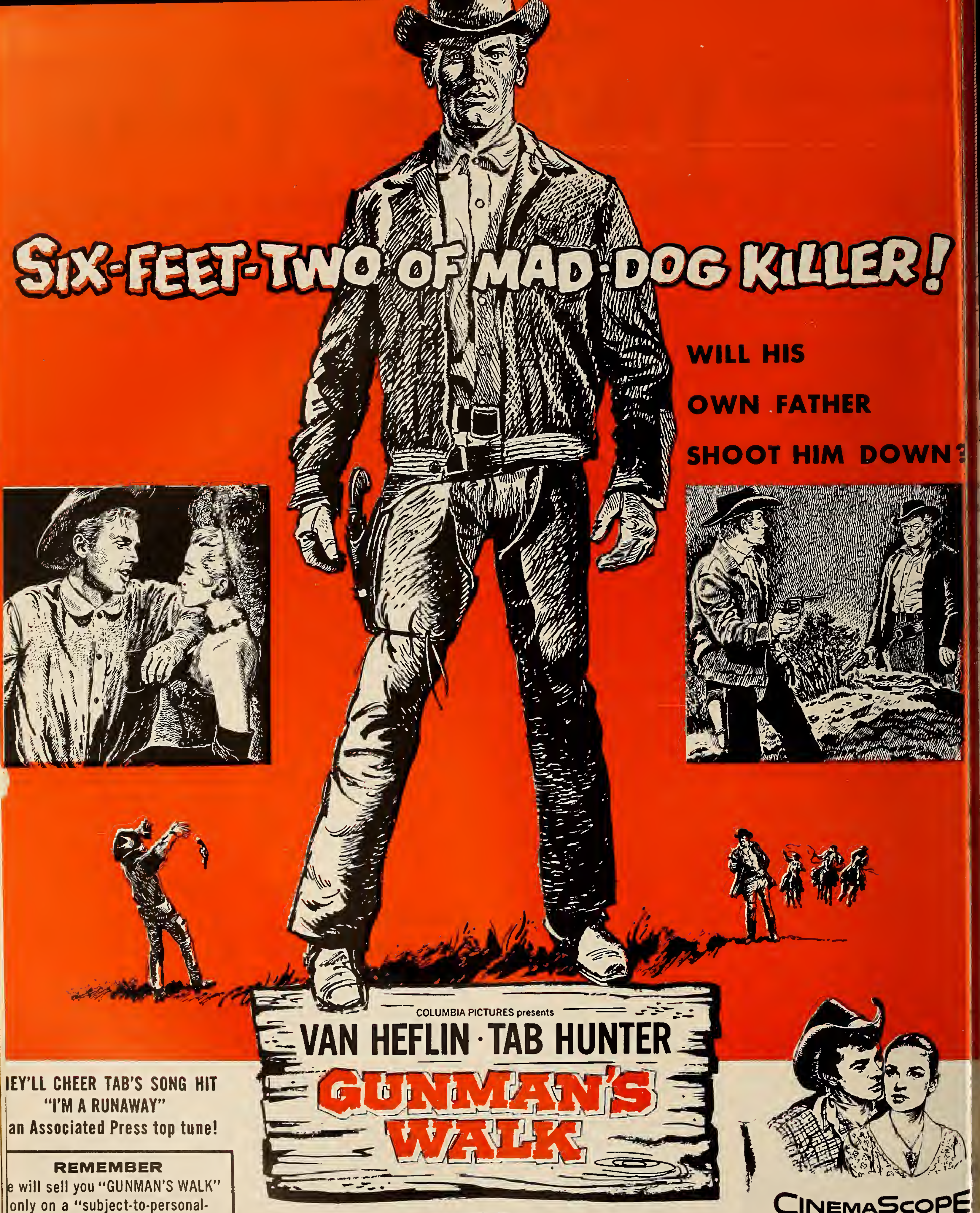
Harris indicated his investigating subcommittee would continue its hearings on specific TV channel cases through the end of June or early July, and would then turn to preparing specific legislation. Harris has himself proposed a transfer "fee" paid to the Government on TV station sales, an FCC code of ethics, and other law changes.

TV Aid Bill Passed

WASHINGTON, June 2. – The Senate has passed and sent to the House legislation providing Federal financial help to states and localities for educational TV facilities. Federal grants could be authorized to several facilities within each state, but total grants to each state could not exceed $1,000,000.

Alan Ladd in TV Field

HOLLYWOOD, June 2. – Alar Ladd has entered the television production field for the first time witl the announcement that his Jagua Productions has acquired "Ivy League," teleseries idea by Jamesor Brewer and Daniel Nathan, and ha signed William Bendix as its star.



SIX-FEET-TWO OF MAD-DOG KILLER!

WILL HIS
OWN FATHER
SHOOT HIM DOWN?

COLUMBIA PICTURES presents

VAN HEFLIN · TAB HUNTER

GUNMAN'S WALK

co-starring
KATHRYN GRANT · JAMES DARREN with **MICKEY SHAUGHNESSY**

Screenplay by FRANK NUGENT • From a story by RIC HARDMAN • Produced by FRED KOHLMAR • Directed by PHIL KARLSON

IEY'LL CHEER TAB'S SONG HIT
"I'M A RUNAWAY"
an Associated Press top tune!

REMEMBER
e will sell you "GUNMAN'S WALK"
only on a "subject-to-personal-
viewing" basis.
DU MUST SEE IT TO PLAY IT!

CINEMASCOPE
TECHNICOLOR

Soon... COLUMBIA'S BIG GUN WITH THE BIG KICK
EXPLODES ACROSS THE COUNTRY!

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

L. 83, NO. 108 NEW YORK, U.S.A., WEDNESDAY, JUNE 4, 1958 TEN CENTS

nevitable'

ay Television oming Soon, alaban Says

ara. President Sees Film acklog Used Up Soon

Pay television is inevitable, Barney laban, president, told the Paraunt stockholders at their annual eting yesterday. His prediction was borated upon by Louis A. Novins, e-president of International Teleter Corp., a Paramount Pictures bsidiary.

Exhaustion of the film backlogs d the increasing costs of live proction, Balaban said, will make it cessary to turn to toll television to ke good programs possible.

Some of the highlights of the dission were:

Television problems were only tem-

(*Continued on page* 5)

hows How Retirement f Stock Benefits Co.

How profitable the acquisition and irement of stock has been to Paraunt Pictures Corp. was outlined at annual stockholders' meeting by rney Balaban, president.

The stockholders approved a pro-

(*Continued on page* 5)

ational Radio Drive et for 'Bravados'

Twentieth Century-Fox has comted plans for the largest radio camign in its history, saturating three ding networks and encompassing ding independent outlets across the untry, on "The Bravados."

Pointing toward its July 4th release,

(*Continued on page* 5)

Television Today Page 4

Balaban, Confident of Future, Says 'Rewards Can Be Demonstrated'

By JAMES M. JERAULD

(Pictures on Page 5)

Barney Balaban, president of Paramount, was cautiously optimistic in presenting estimated figures showing first quarter profits running ahead of last year at the stockholders meeting yesterday. The cheerful news, however, obviously affected all of the 200 stockholders present. There was applause when he added, "We await the verdict of the future with confidence."

The estimated earnings, reported previously, are $1,405,000, representing 75 cents a share on the 1,884,916 shares outstanding March 29. Last year for the same period the earnings were $1,299,000, or 66 cents per share on 1,971,316 shares outstanding.

Total net income for the first quarter of 1958, including special income of $6,947,000, after deducting federal income taxes, was $8,352,000, or $4.43 per share.

Because the so-called "block busters" do more business in the world market, Balaban said, the general level of the "non-blockbusting" business has declined. Before 1948 very few pic-

(*Continued on page* 5)

CBS, FCC Hit TV-Web Bill

By J. A. OTTEN

WASHINGTON, June 3. – The Federal Communications Commission and CBS today spoke out against a bill which would give the FCC authority to regulate TV networks.

FCC chairman John C. Doerfer declared that the bill is not explicit enough "with respect to the purposes to be achieved by commission regulation of network organizations and the

(*Continued on page* 4)

Petrillo Backs Kenin; AFM Election Today

Special to THE DAILY

PHILADELPHIA, June 3. – James C. Petrillo, who has bowed out as president of the American Federation of Musicians, today suggested at the federation's 61st annual convention here, that Herman D. Kenin, of Portland, Ore., be named his successor.

Election of officers will be held here tomorrow.

Dudley Now Cinerama Executive Producer

From THE DAILY Bureau

HOLLYWOOD, June 3. – Carl Dudley, producer of the recently-completed "Cinerama South Seas Adventure," has been named executive producer of Stanley Warner Cinerama Productions, under Nat Lapkin, first vice-president of the company.

REVIEW:

The Bravados

20th-Fox—CinemaScope

There is currently a vogue for the "different" Western, the word "different" connoting a Western action film with something more in its plot structure, motivation and development than the basic western ingredients of hard riding, fast shooting and general blood and thunder. This latest entry in the "different" sweepstakes gives 20th-Fox an odds-on favorite in the Summer running of the perennial event.

"The Bravados," offering a study in the character delineation of a man in a critical situation and motivated by a hate-driven desire for vengeance, is cast in the mold of high adventure and effective dramatics, at the same time. As for the selling of the motion picture property, it should offer no problems, but vast opportunity, to the alert showman. In the first place, and probably most important, it has Gregory Peck as

(*Continued on page* 4)

Decisive

B-B Campaign Executive Unit Meets Friday

Expected to Determine All-Industry Project's Fate

A meeting that can decide what is to happen to the industry's business-building campaign has been scheduled for Friday at the Motion Picture Association offices here.

Members of the executive committee for the campaign will hear and consider reports then on the current status of the fund-raising program designed to provide $2,300,000.

With less than $40,000 in cash contributions on hand as of yesterday and time running out for booking radio stations and hours for the peak radio listening periods of July and August, the executive committee is faced with the responsibility of deciding whether to proceed with the campaign and, if so, in what form.

On the bright side is the fact that

(*Continued on page* 2)

Wald Urges U.S. Stars Attend Cannes Festival

By SAMUEL D. BERNS

HOLLYWOOD, June 3. – American actors who do not reap the advantage of attending the Cannes Film Festival are literally shortening their careers, Jerry Wald told the press at the 20th Century-Fox studio on his return from France.

Wald cited the fantastic coverage of the event by world press, pointing to Paul Newman's "First Actor"

(*Continued on page* 5)

U-I Assigns 40 to Field For Summer Openings

Universal-International has assigned field exploitation representatives to 65 key dates on three of its important new summer releases, "Horror of Dracula," "This Happy Feeling" and "A Time to Love and a Time to Die," with 40 field representatives being used, it was announced yester-

(*Continued on page* 4)

PERSONAL MENTION

LACY W. KASTNER, president of Columbia International, will return to New York today from England and the Continent.

•

Jack Dagal, Warner Brothers supervisor for Japan, Formosa, Hongkong and Vietnam, has arrived in New York from Tokyo.

•

Louis A. Novins, president of International Telemeter Corp., and **Howard G. Minsky**, Eastern sales manager, are in Boston today from New York.

•

Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, has returned to New York from Buffalo.

•

Joan Harrison, producer, has left here for London via B.O.A.C.

•

Gilbert Kurland, executive production manager for Hecht, Hill and Lancaster, has arrived in London from New York.

•

Jerry Bresler, producer, will arrive in New York today from the Coast.

John May Dies at 73; Schine Comptroller

Services have been held here for John A. May, 73, comptroller of the Schine Circuit at the time of his retirement four years ago and a key man in Schine real estate and financial operations for 25 years, who died in Memorial Hospital, New York, following surgery performed several weeks previously.

May, born on a farm in Onarga, Ill., joined the Schine Circuit here in 1928 after having served with leading financial institutions of the nation. In 1936 he campaigned unsuccessfully for state comptroller on the Republican ticket.

The deceased is survived by his wife, two married daughters and three grandchildren. He belonged to the First Methodist Church here.

Mankiewicz Sets Next

The next screen venture of Joseph L. Mankiewicz will be the film version of "Showcase," a new novel by Martin Dibner which Doubleday & Co. will publish on Aug. 7. Filming is expected to start in the early spring.

Tomlinson Reduces His Holdings in Loew's

From THE DAILY Bureau

WASHINGTON, June 3. – An April sale of 20,000 shares of Loew's common reduced the personal holdings of president Joseph Vogel's principal opponent, Joseph Tomlinson, to 160,000 shares, it was disclosed today by the monthly report of the Securities and Exchange Commission on trading activities of corporation officers and directors.

Tomlinson also wiped out the Loew's stock he held under "Corporationa," amounting to 1,600 shares, the report added.

Other Loew's transactions included the purchase of 1,500 shares by Louis A. Green in the name of Stryker & Brown, bringing these holdings to 144,035 shares; Charles C. Barry bought 100 shares, now owns 200; Jerome A. Newman acquired 340 shares in his own name and another 340 in the name of Graham-Newman & Co., to raise his holdings to 5,670 and 6,465 shares, respectively.

B. Gerald Cantor raised his holdings of National Theatres common to 110,000 shares through the purchase of 1,000; T. H. Sword sold 600 shares, retains only 200.

Robert W. Perkins, following the disposal of 400 shares of Warner Brothers common, now owns only 100 shares.

Wolff Quits RKO in UK To Enter Production

By WILLIAM PAY

LONDON, June 3.–Confirming rumors current in industry circles here for some time, Robert S. Wolff has resigned as London managing director for RKO Radio and will enter the production field early in July on an independent basis.

George W. Dawson remains as secretary and director, with Joseph Vegoda as general sales manager.

Charles Rosmarin, now European manager for RKO Radio, will oversee British operations.

Regional Sales Meeting Of UA in Buffalo Today

United Artists summer and fall release plans for the Buffalo area will be discussed at a meeting to be held in that city today and tomorrow by James R. Velde, UA sales manager.

Also taking part in the conclave will be Gene Tunick, UA Eastern district manager; Al Glaubinger, Buffalo branch manager; Dave Rosenthal, head of the Cleveland branch, and salesmen from the Buffalo and Albany exchanges.

Producer Launches 'Vikings' and Sign

JANET LEIGH

That dinky figure hanging against the prow of the Great Viking Ship, and 70 feet above Broadway, is Kirk Douglas, who yesterday put on a big show for his bigger show, "The Vikings." Swinging from what his United Artists helpers said was a Bosun's Chair, he splashed what they insisted was Norwegian fjord water against the 275 foot sign and launched his 261 foot Viking galley, moving oars and all. The *all*, stretched the block between 45th and 46th, above the Astor and Victoria, includes a 52 foot sail, four gigantic heads, 6,000 bulbs, and as motion picture signs go probably is the brightest, certainly the largest, and possibly the most expensive—$105,000.

Announce Prize Donors For Golf Tournament

Initial donors of prizes for the seventh annual film industry Golf Tournament being sponsored by New York's Cinema Lodge of B'nai B'rith at the Vernon Hills Country Club at Tuckahoe, New York on Thursday, June 12, were announced yesterday by Martin Levine, tournament chairman.

They include ABC Vending, Nat Lewis, Columbia Pictures, Monroe Greenthal, Sun Carbon Co., Mecca Film Laboratories, Malcolm Laboratories, Pepsi-Cola Co., Buchanan and Company, General Electric, Archie Mayers, Dominant Pictures, Harry Goldstone, Sterling Sign, Newmade Products, Ebenstein Corp., Movie Lab, Gevaert Co. of America, National Theatre Supply Co., Colony Luggage and Appliance Co., Combined Century Theatres, Allied Artists, Universal Pictures Co., Artcraft Strauss Signs, United Artists Corp., Cinema Circuit, Mitchell May, Jr., Rugoff and Becker, Skouras Theatres, Donahue and Coe, Altec Service, Gillians and Rubin, Fabian Theatres, Armo Cooling and Ventilating and Interboro Circuit.

B-B Campaign

(*Continued from page* 1)

approximately $100,000 has bee pledged, exclusive of cash receivec Presumably most of the pledged con tributions will be converted into cas in the immediate future. In additior contributions by AB-PT, Loew's an National Theatres, as well as severa other important circuits, reportedl have been authorized and could b received soon.

$300,000 for Radio

The cost of the radio campaign ha been placed at $300,000; that of th newspaper campaign to follow $950,000. A public relations campaig is budgeted at $150,000; administra tion, production, etc., $250,000. Th Academy Awards telecast last Marc also a part of the campaign, co $650,000.

Exhibitors were expected to co tribute $1,150,000 on the basis one-half of one per cent of each the tre's 1957 film rental. Distributo agreed to match the exhibitor contr butions and also agreed, after payin for the Oscar telecast, to defer co lecting the exhibitors' half of the co until last, in order to help get t radio and newspaper campaigns the road.

Three Courses Possible

The executive committee could d cide at the Friday meeting to urge final all-out drive for funds; it coul advise postponement of the rad campaign and its limitation to t month of August, or its outright ca cellation, since much of the desirab broadcast time already has been sol by networks. In short, the meetin can, and probably will, decic whether there is to be a campaig and, if so, what and when it will b

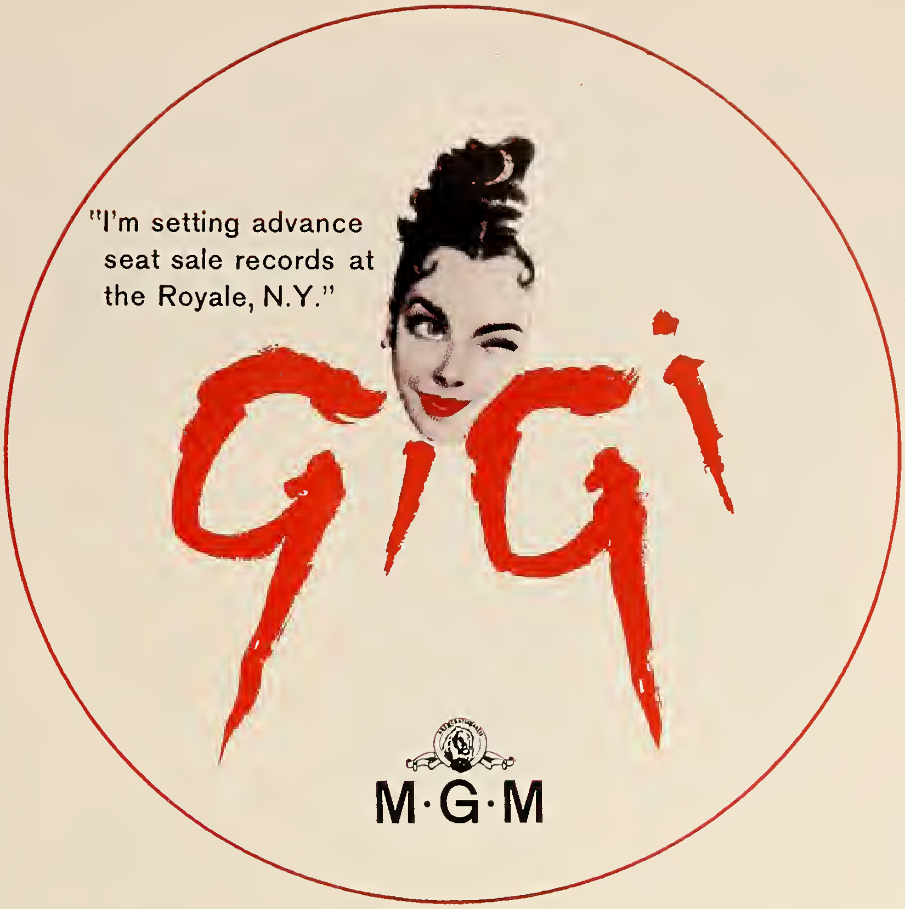
Members of the executive commi tee are Abe Montague, representin MPAA and Compo; Ernest G. Stel ings, Theatre Owners of Americ Horace Adams, Allied States; Har Brandt, ITOA of N. Y., and Sol Strausberg, MMPTA.

Many 'Spread' Payments

Complicating the campaign finan ing problem has been the tendency many exhibitors to spread their co tributions over a period of six month remitting only one-sixth of their sha or pledge at this time. The result h been receipt of insufficient cash campaign headquarters to permit pr ceeding with radio station time bu through advertising agencies whic must meet the commitments with cas

The campaign has been in prepar tion almost three years by the indu try's advertising-publicity executive and with distribution and exhibitio help.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vince Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a ye as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21. 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10


"I'm setting advance seat sale records at the Royale, N.Y."
Gigi
M·G·M

AND NOW ACROSS THE NATION!

The phenomenal reception of "Gigi" on Broadway fulfills these headlines in the N. Y. press:

> "'GIGI' MAIL ORDERS SET RECORD."
> —*N. Y. Journal-American*
>
> "SRO SIGN FOR 'GIGI'."
> —*N. Y. Mirror*
>
> "THE 'FAIR LADY' OF FILMDOM."
> —*N. Y. Times*

The career of this mighty attraction now takes its natural course in reserved seat engagements that will spread its fame into every corner of the nation.

HERE ARE THE FIRST RESERVED SEAT BOOKINGS

They will get a "Royale" launching

Atlanta, Loew's Grand
Baltimore, Film Centre
Boston, Gary
Chicago, (Theatre to come)
Cincinnati, Grand
Cleveland, Loew's Stillman
Dallas, Tower
Detroit, Adams
Houston, Tower
Los Angeles, (Theatre to come)
Minneapolis, Lyric
Philadelphia, Boyd
Pittsburgh, Warner's
San Antonio, Broadway
San Francisco, Stage Door
Washington, Loew's Columbia

M-G-M Presents in COLOR
AN ARTHUR FREED PRODUCTION Starring
LESLIE CARON · MAURICE CHEVALIER · LOUIS JOURDAN
HERMIONE GINGOLD · EVA GABOR · JACQUES BERGERAC · ISABEL JEANS
Screen Play and Lyrics by ALAN JAY LERNER · Music by FREDERICK LOEWE · Based on the Novel by COLETTE
Costumes Scenery & Production Design by CECIL BEATON · In CinemaScope And METROCOLOR · Directed by VINCENTE MINNELLI

M·G·M BACK ON TOP IN '58!

Television Today

CBS, FCC Hit TV-Web Bill

(*Continued from page 1*)

scope of the commission's authority."

CBS vice-president Richard Salant called the bill a "public utility concept for networks" and scored it as not defining "the areas, scope or extent of potential regulation."

The two appeared at the opening day of a Senate Commerce Committee hearing on a bill introduced by Sen. Bricker (R., Ohio), which would amend the Communications Act of 1934 to give the commission power to regulate the networks. Tomorrow spokesmen for ABC and NBC are expected to appear in opposition.

In an opening statement, Bricker referred to reports on network practices made by the Senate committee, the anti-trust subcommittee of the House Judiciary Committee and the FCC's Network Study Committee, all of which found that "certain network practices adversely affect the public interest." He also pointed to the fact that the Department of Justice last week advised the commission that certain network practices violate the anti-trust laws.

Points to Present Problems

"I would think the commission's clear responsibilities in this connection could be much more effectively discharged if it were given clear statutory authority to regulate networks directly," Bricker said. "The record now makes clear that problems have arisen in connection with network operations which can only be handled, in the public interest, if the commission is given power of direct regulation over what all must admit are the dominant forces in broadcasting today."

Doerfer said that since the issue of network regulation was currently before the commission in the still uncompleted hearing on the network study report, it would be "inappropriate" for him to take a position on the subject now. He told the committee, however, that the commission felt it could and did "indirectly reach network organizations" through its legal authority to prescribe rules for stations. The commission has used this authority, he went on, "to regulate certain network practices which were found to restrain competition."

Wants 'Evils' Spelled Out

Doerfer said he objected to the bill because "nowhere does it spell out the specific evils which the bill is designed to correct or the standards to be used in making regulations applicable to network organizations." Without Congressional direction, he continued, the commission "would have no basis for determining how the bill should be administered."

Special committee counsel Kenneth Cox asked Doerfer why he was "adverse to having in advance" the power to deal with any network violations that might arise. Doerfer replied that "it opens up an area of controversy as to whether or not direct authority may enable the commission to reach certain evils."

Bricker then told Doerfer, "I don't see the validity of your argument or what you are driving at." Doerfer answered that the original communications act had created "a field of controversy plaguing the commission and the industry for years." He said he thought the commission would know "early in the next session" what it would want Congress to do in the way of additional legislation."

Opposition Not Categorical

Salant maintained that CBS doesn't oppose "all direct regulation of networks" and wouldn't object to an amendment that permitted the commission "to do directly what it now does indirectly."

The basic concern of CBS, he said, was that the bill "proposes to issue a virtual blank check" to the FCC.

"It is not clear that any general programming decisions, any business practice, any affiliation determination, or any other activity of a network would have immunity from Federal review and control under the power suggested," he said. "We oppose this legislation because it appears to accord to the commission indefinite and unlimited power over the networks and their operations."

Says D. of J. Action on Web Practices Awaits Completion of Barrow Report

WASHINGTON, June 3. – Federal Communications Commission chairman John C. Doerfer today said that the Justice Department would do nothing about objectionable television network practices until the FCC completes its current study of the Barrow report.

Testifying before the Senate Commerce Committee, Doerfer confirmed that anti-trust chief Victor R. Hansen had recently warned the commission that certain network practices almost certainly violated the anti-trust laws.

However, he declared, Hansen agreed that the FCC should complete its hearings on the Barrow TV network report and take whatever action it finds necessary before the Justice Department itself acts.

Doerfer agreed that the Justice position made some FCC action one way or the other necessary.

The FCC is scheduled to take testimony some time in July from University of Cincinnati law dean Roscoe Barrow, author of the FCC study report. Presumably the commission will then decide what it should do about the Barrow and Justice Department recommendations.

The Bravados

(CONTINUED FROM PAGE 1)

the protagonist, pitting his skill, his brains, his courage against fou criminals bent on escape from the hangman's noose.

Of further sales value in this film is the effective use of CinemaScop and DeLuxe Color, even greater than usual by reason of the fact tha the picture was shot for the most part in Mexico, and therefore offer certain scenic backgrounds and effects not seen even in the better Westerns produced in the United States. There are several background shot of rocky gorges, high-vaulting cliffs and palisades and a waterfall dropping from an incredible height, which quite literally are breath-takin in their grandeur and beauty.

Herbert B. Swope, Jr., the producer, gave the film a fine productio throughout, and Henry King, the director, did a splendid job of spacin his action, retaining a high level of mounting suspense and developin the screenplay logically and effectively. The screenplay was prepared b Philip Yordan from a novel by Frank O'Rourke, and opens with preparations for the hanging of four men, two white, one half-breed an one Indian, in a small town presumably close to the Mexican borde Into town rides Peck, close-mouthed, grim and wanting to see the hanging of the men he had trailed for six months, certain they were the fou who had raided his ranch, and murdered his wife.

Peck meets Joan Collins, whom he had known five years before, an when the prisoners, through a cleverly plotted scheme, break jail, wounding the sheriff, Peck heads the posse. His tracking of the four men, wh have taken a merchant's daughter, Kathleen Gallant, as hostage, firs with the posse, later alone, makes for exciting, suspense-laden motio picture. It culminates when the last of the four, the Indian, capture Peck, and the latter for the first time has reason to doubt his identity o the raiders is accurate. He seeks forgiveness in church for his behavio and forgetfulness with Miss Collins, who becomes a mother to his smal daughter.

It is rousingly effective dramatic action in the best tradition of th Western with a difference, and should be headed for big grosses. Running time, 98 minutes. General classification. Release, in June.

Charles S. Aaronso

Guild Films Becomes Inter-World TV Films

The first step towards creation of a world-wide independent TV film production and distribution organization was taken when the stockholders of Standard Sulphur Co., meeting in Houston, Texas, on Monday afternoon, voted to acquire from Guild Films, Inc., all of the foreign residual property and distribution rights to its library of some 2,500 programs.

At this meeting the name of the company was changed to Inter-World TV Films, Inc.

In announcing the agreement consummated at the stockholder meeting, John J. Cole, president of Guild Films, Inc., who also became chairman of the board of Inter-World, explained that to start off its international distribution activities, the new company will have a stockpile of 1,100 RKO short subjects, the "Minutes of Prayer" library and 20 specially produced TV series, representing in excess of $25 million in production costs. These properties are owned by Guild.

The agreement provides that out of a total capitalization of 5 million shares of common stock, authorized at the meeting, Guild will receive for its TV properties and distribution rights, 3,400,000 shares of common stock and $5 million in ten-year 7% debentures, which will be redeemable out of 50% of the company's net income.

Crosby to Produce, Sta For ABC Television

Bing Crosby, long a televisio hold-out, has been signed to an exclusive, long-term contract by the American Broadcasting Company, it wa announced yesterday by Thomas W Moore, ABC vice-president.

The contract covers both televisio and radio.

In addition, Moore said, ABC an Crosby will be partners in the production and development of ten new T programs over the next five years.

U-I Assigns

(*Continued from page 1*)

day by Charles F. Simonelli, Easter advertising and publicity departmen manager.

Initial coverage of "A Time to Lov and a Time to Die," which kick off for the Fourth of July weekend will be in 19 key cities with 14 fiel exploitation representatives covering

Twenty-eight openings of "Thi Happy Feeling," which was launche with Decoration Day weekend date are being covered by 16 field representatives.

Eighteen openings of "Horror o Dracula," which are scheduled durin the coming fortnight, are being covered by ten field representatives.

Pay Television

(*Continued from page* 1)

orarily alleviated by the sale of ,000 to 5,000 feature pictures to teleision. The rate of exhaustion is enorous.

Six hundred odd hours of entertainient produced annually in Hollywood in be consumed by a single televion market in a couple of months.

It is estimated that all the pre-1948 ature films will be used up in two three years. With production costs live programming rising and with e alarming mortality rate of live iows, television is facing serious probms.

The possible disposition of post-1948 ms has been the subject of considerole discussion. Balaban made no furer comment on that topic, except to form an inquiring stockholder that did not expect unions to share in e future income of pictures shown television.

Paramount expects to complete ithin the next week or two the disosition of all of its interest in certain ghts to cartoons and short subjects, ith a probable income, on a short me installment basis of about $1,00,000.

Paramount feels that the Oklahoma ll television tests were a developent that uncovered mistakes and iowed that charges for programs will ive to be on a flexible basis, deending on the value of the program. hese programs will not be confined films; they will include ballet, muc, opera, sports and other attractions. First tests will be put on in at least ree cities this fall.

Color television receivers using the hromatic tube will be put on the arket before the year end. Paul Raiourn said the problems had been oned out one by one.

Vald Urges

(*Continued from page* 1)

vard, presented to Newman for perrmance in "The Long Hot Summer."

The Russians spent $150,000, to e Americans' estimated $10,000 in inging attention to stars and prodct at the event, Wald said.

Despite the importance of ths annes awards, the "Oscar" still is onsidered the most important worldide symbol of achievement, Wald ated.

Dil Drilling Starts une 16 at Paramount

The Union Oil Company will start rilling for oil not later than June 6 on the Paramount studio property nd under the surrounding residential rea, Barney Balaban told Paramount tockholders at the annual meeting esterday. Paramount has invested 100,000 in the project. If oil is found aramount will receive 30 per cent f the income, the surrounding proprty owners 20 per cent, and Union il 50 per cent. A pipeline must be rovided if oil is found.

Are there any questions?

There were, a few, after Paramount president Barney Balaban delivered his annual report to stockholders distinguished as usual by meticulosity and personal clarity, and patience. With the president here are Edwin Weisl and Louis Novins. [*M. P. DAILY pictures*]

Balaban Confident of Future

(*Continued from page* 1)

tures did better than ten million dollars in the world market, except "Gone With the Wind," he said. During the last couple of years, "quite a few" have gone above twelve million and some have done better than 20 million. As a result "too many of our average budget pictures have difficulty in recouping their costs and showing a reasonable return on our investment."

"Nevertheless," he pointed out, "the rewards to be gained from making the right kind of motion pictures are being demonstrated again and again."

Balaban quoted from a statement from his 1950 annual report decried the sensationalized reports about the condition of the industry and commented, "We have survived numerous Hollywood 'panics' before and I am confident that we shall find the way to survive others in the future."

"Right now we are concentrating on producing pictures that will, hopefully, make money for our theatre customers as well as ourselves," he continued. "That's a big job under present circumstances. Our lineup of product for release in the near future and the productions in process represent our best effort to gear the product to the market.

"We have placed no limitation upon our production department as to the purchase of story material of superior merit and as to the number of pictures and the superior talent to make them—except the tests of outstanding quality and boxoffice appeal."

The reelected board is made up as follows: Barney Balaban, Y. Frank Freeman, A. Conger Goodyear, Stanton Griffis, Duncan G. Harris, John D. Hertz, Earl I. McClintock, Maurice Newton, Paul Raibourn, Edwin L. Weisl, George Weltner and Adolph Zukor.

SDG Nite Board Meet Seeks Compromise Pact

From THE DAILY Bureau

HOLLYWOOD, June 3. – The board of directors of the Screen Directors Guild was still in session at a late hour here tonight reviewing the last-ditch negotiations held with the Screen Producers Guild at last night's meeting, a session attended by 12 representatives of the SDG and 12 for production interests, the latter headed by Charles Boren, labor vice-president of the Motion Picture Association of America.

Strike Deferred

The directors, still seeking a share of the revenue from the potential sale of post-1948 films to TV, have postponed their scheduled walkout in the hope of reaching a compromise agreement.

National Radio

(*Continued from page* 1)

20th has instituted time buys on the week-ends of June 21-22 and June 28-29, in advance of the production's playdates, on the NBC, ABC and Mutual Networks. In addition, more than 1,500 exposures on local and independent stations have been added to the list. In cities where only two networks service the listening audience, 20th has purchased an independent station's time, providing each major city with a minimum of three outlets carrying "Bravados" exposures.

The campaign is expected to reach an audience in excess of 80,000,000 listeners during each week-end, with more than 60,000 network exposures of the picture's title.

In New York, Los Angeles and Chicago, and in other cities of major importance, between five and seven stations will be used.

Retiring Stock

(*Continued from page* 1)

posed amendment to the certificate of incorporation so as to eliminate 126,400 shares from the enumeration and description of shares which the corporation is authorized to issue.

Shortly after the new company was organized following the consent decree 3,303,000 shares were outstanding. This has been reduced to about 1,839,000, through purchases of 1,464,000 shares and the annual dividend rate of $2 has been maintained.

During eight full years the average earnings have been $3.26 per share and an average of 64 per cent of the earnings have been paid out in dividends. This would not have been possible, Balaban said, if the stock reduction plan had not been carried out. The equity of the remaining stockholders at June 1, 1958, has been increased approximately 42 per cent per share since 1950. A persistent program of debt retirement has been carried out at the same time and the company has entered a number of diversified fields.

The only heavy borrowing was $6,000,000 at the start of 1955 for "The Ten Commandments."

The share reduction has cost the company $36,350,000. During its progress $24,000,000 was borrowed from time to time.

"We have already saved $17,800 000 in what would have been our dividend requirements had these shares not been purchased," Balaban reported. "After allowances for net interest cost of $1,950,000, the net dividend savings would amount to $15,850,000. Reduced to a per share basis, the company purchased the stock over the past eight and one-half years at an average cost of $10.82, leaving the present net cost per share of $14.01. At the present $2 dividend rate, it will take a little more than six years to recover the balance of the cost of this stock retirement program entirely out of dividend savings."

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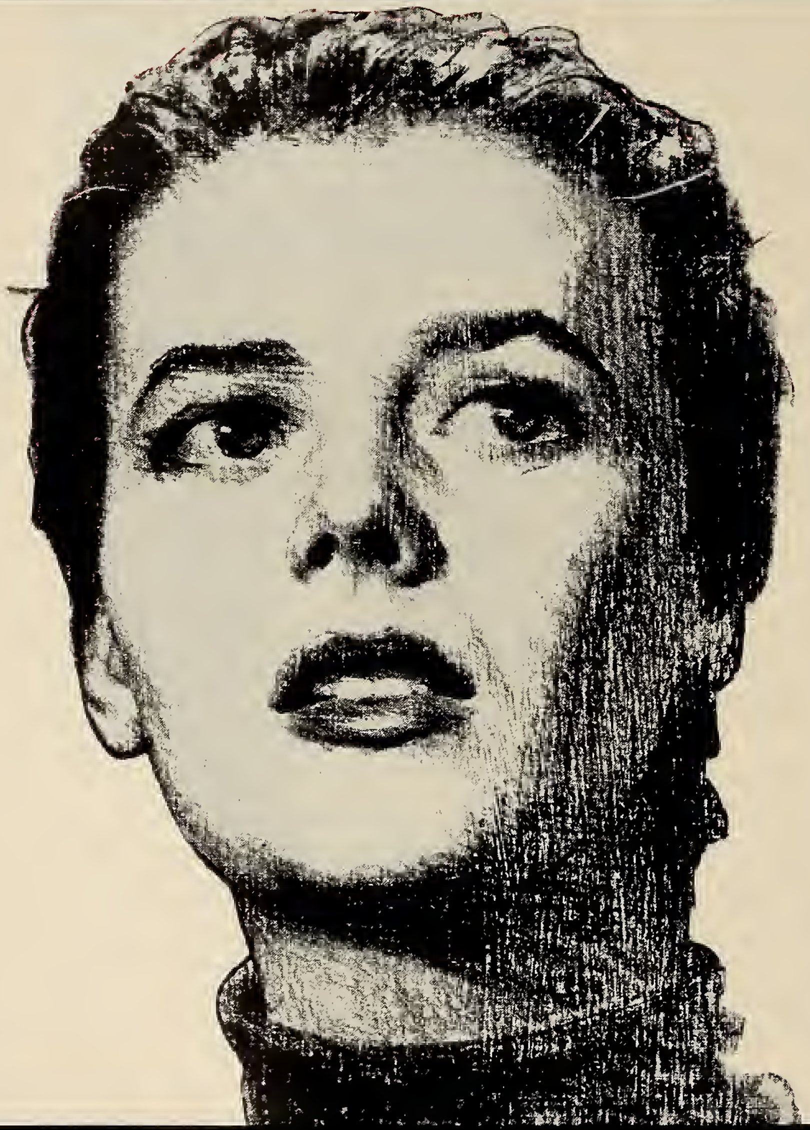

in "KINGS GO FORTH"

SOON . . . you will see her in her most appealing, surprising role!
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EDITORIAL

Prophets of Doom

By Sherwin Kane

EVEN though this industry is noted for the shortness of the memories of its people, there are a good nany who have not forgotten a disressing incident of six months ago vhich inspired more downbeat indusry publicity and public thinking than robably anything else that has hapened to the business in a long time.

The unfortunate incident referred o is the widely publicized assertion ast December of Edwin Silverman, ead of Essaness Theatres, Chicago, hat within six months every studio n Hollywood except one would be losed.

Now, six months later, the sitution in Hollywood is unchanged.

•

In the interim, the Universal studio hut down temporarily but has repened, with considerable activity cheduled for that lot in the coming nonths.

Republic and RKO Radio have eased production of theatrical films ut the course of those two comanies already had been set and fully iscounted by the industry long beore Silverman summoned the lay ress—not the industry press—to isue his pronouncement.

The incident today is unimportant, erhaps, and is revived here only beause it may serve to deter some imatient industry voice from making a imilar, needless outcry to the injury f the entire industry. Silverman has ot been alone, of course, in the matr of gloomy predictions. He merely inpointed his by specifying the time y which they were to have happened.

•

Even those who defended him at e time, saying while wrong, his periction might frighten the industry to action that would be to its benet, were wide of the mark. The Silerman forecast frightened no one in doing anything to help strengthen nd preserve the industry. On the ther hand, it may have induced a w faint hearts to sell out and rere earlier than, perhaps, they had lanned on doing.

The incident, and others like it, ust be written off as having been holly unnecessary, completely unounded and needlessly injurious to e industry.

The moral, if there must be one, that we will all fare better with wer prophets of doom.

Predict 21,000,000 Weekly Attendance At Drive-in Theatres This Summer

An average weekly audience of more than 21 million persons over the age of twelve will attend drive-in theatres this summer, according to estimates by the Theatre-screen Advertising Bureau of Chicago.

The Bureau stresses that more drive-in theatres (approximately 98 per cent of all drive-ins) than ever before are now available for screen commercials. A base statistic of 4,600 drive-ins in operation was used.

During the 1957 summer season—May through October—there was an

(*Continued on page* 2)

SDG Seeks Clarification Of Producers' Offer

From THE DAILY Bureau

HOLLYWOOD, June 4. – The Screen Directors Guild was unable to reach an agreement after hearing a negotiating committee's report on the latest Screen Producers Guild proposal.

The SDG board of directors at a meeting last night authorized the committee to seek further and final clarification on all unsolved points, an SDG spokesman said today. Meanwhile, a strike has been further delayed and appears less likely than ever.

Kenin AFM President, Succeeding Petrillo

Special to THE DAILY

PHILADELPHIA, June 4. – Herman D. Kenin of Portland, Ore., today was elected president of the American Federation of Musicians, succeeding James C. Petrillo, who stepped down after 18 years as head of the union.

The effort of a block of Southern delegates to draft Petrillo for another term was fruitless. Petrillo had previously suggested to the membership

(*Continued on page* 5)

Reserve Decision on Schine Contempt Appeal

The U.S. District Court of Appeals reserved decision yesterday on an appeal by the Schine circuit from a contempt of court conviction stemming from the failure to sell certain theatre properties under the provisions of a Federal court order of 1949.

Judges Charles E. Clark, John C.

(*Continued on page* 6)

George Stevens Elected President of Academy

From THE DAILY Bureau

HOLLYWOOD, June 4.—George Stevens was elected president of the Academy of Motion Picture Arts & Sciences at the initial meeting of the newly elected board of directors held here last night. He succeeds George Seaton, who held the post for the past three years, and will continue as a member of the board.

Other officers elected for the com-

(*Continued on page* 2)

REVIEW:

Rock-a-Bye Baby

Paramount-VistaVision—York

THERE IS no question but that the Jerry Lewis fans in this country, and in a great many others, for that matter, are legion. All of those fans are going to have a most happy time looking at and listening to "Rock-a-Bye Baby." It has some of Jerry Lewis' funniest screen moments.

It is simply a matter of factual reporting to record that a full-house audience at Loew's 72nd Street theatre in New York, of miscellaneous makeup and drawn by the "preview" announcement of an unknown picture, had a wonderful time. They laughed almost continuously, were properly quiet at the lugubrious "dramatic" moments, and let out full-

(*Continued on page* 6)

Optimistic

Proceed With B-B Campaign, Many Insist

'Bargain for Exhibitors' Brandt Says, Others Agree

Strong sentiment in favor of proceeding with the all-industry business-building campaign as nearly as possible in accordance with schedule was apparent in influential industry circles yesterday and is certain to find expression at the emergency meeting here tomorrow of the campaign's executive committee.

The meeting has been called to decide the future course of the campaign in view of the lagging cash contributions from exhibitors around the country. Receipts to date are insufficient to permit closing of time purchases on radio networks for the campaign scheduled to start July 1.

Nevertheless, pledges from exhibi-

(*Continued on page* 6)

Pittsburgh Exhibitors Pledge B-B Support

Enthusiastic support of the industry's business building program was voiced yesterday at a meeting of 175 exhibitors held in Pittsburgh.

Harry Hendel, representing Western Pennsylvania Allied, and M. A. Silver

(*Continued on page* 6)

Siegel Signs Blaustein To Produce for M-G-M

Sol C. Siegel, vice-president in charge of production for M-G-M has signed Julian Blaustein Productions for a multiple production deal. The contract with Blaustein is the second major independent deal made by

(*Continued on page* 6)

Television Today Page 5

PERSONAL MENTION

SAM PINANSKI, president of American Theatres, Boston, will arrive in New York today.

•

ROBERT W. COYNE, Compo special counsel, has returned to Washington from New York.

•

CHARLES LEVY, Buena Vista advertising-publicity director, is in Harrisburg, Pa., from New York.

•

JOSEPH DAVIS, of Paramount's home office playdate department, has become a grandfather with the birth of a daughter to DR. and MRS. ARNOLD HOROWITZ at Fitch's Sanitarium here. Mother is the former CAROLYN DAVIS.

•

LEON GOLDSTEIN, executive of African Consolidated Films, left New York for London yesterday via B.O.A.C.

•

MARTIN SHAPIRO, of the Paul Small office in Beverly Hills, and son of ROBERT SHAPIRO, managing director of the Paramount Theatre here, will be married at the Beverly Hills Hotel on Sunday to JUDY SALKOW, daughter of IRVING SALKOW of MCA.

•

RUTH KOPF, office manager of Realart Film Exchange here, will leave New York today for Panama City.

•

EDMUND C. DEBERRY, Paramount Eastern division manager, was in New Haven yesterday from New York, and is in Boston today.

AA's 39-Week Loss Estimated $201,980

From THE DAILY Bureau

HOLLYWOOD, June 4. – Operations of Allied Artists Pictures Corp. and wholly owned subsidiaries for 39 weeks ending March 29, 1958, as shown by books without audit, resulted in a net loss before federal income taxes of $201,980, as compared with a net loss of $2,052,478 for the corresponding period of the previous year, it was announced today by Steve Broidy, president.

In the 39 weeks ended March 29, 1957, a credit of $673,000 was provided for estimated refund of federal income taxes, reducing the net loss, after this income tax credit, to $1,379,478. No such credit was provided in current period in 1958.

Gross income for the 39-week period ending March 29, 1958 amounted to $12,148,336, as compared with $14,090,737 for the same period in the previous year.

Predict Big Drive-in Grosses

(*Continued from page 1*)

average weekly attendance at drive-ins available for screen advertising of approximately 18 million, according to the Bureau. This was a decrease from the 1956 record high of approximately 20 million. The 1957 drop was attributed to the unseasonable weather in many sections of the country as well as to the Asian flu epidemic. The Theatre-screen Advertising Bureau reported that in some sections of the country the weather was so extreme last summer that a number of drive-in screens were toppled by high winds.

The "quality" of the drive-in audience from the advertising viewpoint also was reported by the Bureau. A Bureau study revealed that the three largest age groups in terms of buying power—15-25, 25-34 and 35-44—are all "over represented" in the drive-in audience. The 15-25 age group—that of teen agers who are forming life-long buying habits as well as young married couples—represents approximately a fourth of the summer drive-in audience but only 16.5 per cent of the national population.

Similarly, 35.1 per cent of the summer drive-in audience was in the 25-34 age group, and 22.3 per cent in the 35-44 bracket, although the national totals for these age groups are respectively 19.3 and 18.6 per cent.

One of the most surprising statistics to emerge from the study was that almost 80 per cent of the typical drive-in audience is composed of married couples. This high percentage is attributed to the fact that the drive-in solves the "sitter problem" and that most drive-ins admit young children free. Only 18.9 per cent of the drive-in audience were single and 0.9 per cent either divorced, separated or widowed, according to the Bureau survey.

Para. Board Reelects Balaban and Zukor

Barney Balaban, president; Adolph Zukor, chairman of the board, and all other officers of Paramount Pictures Corporation yesterday were unanimously reelected at a meeting in New York of the company's board.

The other officers reelected were: Stanton Griffis, chairman of the executive committee; Y. Frank Freeman, Paul Raibourn, George Weltner, Louis Phillips and Randolph C. Wood, vice-presidents; James H. Richardson, treasurer; Louis A. Novins, secretary; Russell Holman, Arthur Israel, Jr., and Jacob H. Karp, assistant secretaries.

Tuesday at the annual meeting of Paramount Pictures Corporation stockholders in New York, Balaban, Zukor, Griffis, Freeman, Raibourn and Weltner were elected directors of the company, together with the following: A. Conger Goodyear, chairman of the executive committee of Gulf, Mobile and Ohio R. R. Co.; Duncan G. Harris, chairman of the board of Brown, Harris, Stevens, Inc.; John D. Hertz, partner of Lehman Brothers; Earl I. McClintock, vice-president and director of Sterling Drug, Inc.; Maurice Newton, investment banker, partner of Hallgarten & Co., and Edwin L. Weisl, attorney, partner of Simpson, Thacher & Bartlett.

Buys Two Drive-ins

CHATTANOOGA, Tenn., June 4.—The Independent Theatre here has taken over the 23rd and the 58 Highway Drive-Ins from W. W. Fincher and J. M. Treadwell, theatre owners in North Carolina.

Roxy Adds Matinees For 'Windjammer'

Starting Monday, June 16, and continuing indefinitely, the Roxy Theatre has scheduled daily matinee and evening performances of Louis de Rochemont's "Windjammer," the first production in the new Cinemiracle process, it was announced by Robert C. Rothafel, managing director. Daily matinee performances are at 2:30 P.M., and evening performances at 8:30 P.M., with the exception of an 8:00 P.M. starting time on Sundays. Seats are reserved at all performances.

Contest Closes Aug. 31

The 14th Annual George Gershwin Memorial Contest for the best orchestral composition by a young American composer will close Aug. 31, 1958, it was announced this week by the George Gershwin Memorial Foundation sponsored by Cinema-Victory Lodge B'nai B'rith in cooperation with B'nai B'rith Hillel Foundations. This year's winner will receive a $1,000 cash award and the winning composition will be world premiered by the New York Philharmonic Symphony at one of its regular concerts at Carnegie Hall with Leonard Bernstein conducting.

Honor Freeman Today

HOLLYWOOD, June 4. – Y. Frank Freeman, chairman of the board of directors of the Motion Picture Research Council for the past 10 years, will be honored at a testimonial luncheon tomorrow, given by the MPRC directorate at the Paramount studios, and attended by representatives from all branches of the industry.

Hitchcock Alumnus On Way to Fame

By SAMUEL D. BERNS

HOLLYWOOD, June 4. – Rober Stevens, heir apparent to the direc tor's throne of that kingdom in enter tainment know as Suspense now occupie by Alfred Hitch cock, has tosse his hat and coa of arms into th theatrical fil circle.

Robert Stevens

Holding non - exclusi pact with M Hitchcock to d rect a numb of segments the Alfre Hitchcock television series, one which, "The Glass Eye," earned f him the Emmy Award this year Best Director of a half-hour show Stevens is now prepared to make niche for himself in the realm theatrical films.

Stevens, whose impressive career television, credits him with being pr ducer-director of the first live drama ic show on CBS in 1948, and intr ducing techniques such as four car era set-ups, cutting as a live sh progresses, and bringing classi literary material to the medium i stead of resorting to radio-type mel drama, views feature length moti pictures as the ultimate for creati talent. It offers the director, as w as the writer and producer a chan to breathe, to take advantage scenic background, and to expre himself in fuller, more powerful ter without being slave to a stop-watch

The young director, who introduc names like Grace Kelly, Paul Ne man and Joanne Woodward to t public via his TV shows, will gi exhibitors a sample of his ability two films, "The Long Wait" a "Never Love A Stranger," which w be soon released by Allied Artists.

Stevens Elected

(*Continued from page 1*)

ing year are: Valentine Davies, fi vice-president; John Aalberg, seco vice-president; Hal Elias, secreta Hugo Friedhofer, assistant secretar Fred Metzler, treasurer, and Jac Karp, assistant treasurer.

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PEOPLE

David Kimelman has resigned as hiladelphia branch manager for Rank ilm Distributors of America. A sucessor will be named shortly.

◆

I. J. and **B. E. Hoffman,** of Connec- cut Theatres, Inc., have been named the honorary board of the New aven Jewish Community Center.

◆

Glenn Allvine, former story editor r RKO Radio, has joined the Amer- an Shakespeare Festival Theatre, tratford, Conn., as resident press presentative.

◆

Andrew "Bud" Freeman has re- gned as branch manager for Screen uild in Philadelphia. Another change that branch has **Joe Quinliven** com- g in as booker to succeed **Martha lark,** who has left to join Buena ista in the same city in a similar pacity.

◆

Wally Beach, formerly with Trans- ux Theatres, New York, has been amed resident press representative at e Oakdale Musical Theatre, Wal- ngford, Conn.

◆

Gene Manzanares, with Fox Inter- ountain Theatres, Denver, since 43, presently an auditor, will run r the Democratic nomination for ate treasurer in the forthcoming imaries.

◆

Ernest J. Piro, Buena Vista man- er in Seattle, has announced that s son, **Donald E. Piro,** shortly will ordained in the Roman Catholic iesthood.

◆

John Alexander has been named uena Vista manager in Cincinnati, cceeding **Lee Heidingsfelt,** who has signed to join the Youssenoffs in olumbus.

Key' Showings Today ere, 11 Other Cities

"Operation Key," Columbia Pic- res' three-phase promotion plan hich will launch Carl Foreman's he Key," will reach its climax this ternoon with a screening at the O Palace here for exhibitors and e press. This will be followed to- ght by similar showings in 11 other ies: Chicago, Cincinnati, Cleveland, allas, Detroit, Los Angeles, Minne- olis, Pittsburgh, San Francisco, ronto and Washington.

The showings of "The Key" will preceded by special newsreels hich were taken at the world pre- ere of the film in London and at the ening of the Brussels Film Festi- l, both last week.

Providence Theatre Files $39,000,000 Trust Suit

Special to THE DAILY

PROVIDENCE, June 4. – The Strand, popular Washington street house, has filed a $39,000,000 Sherman anti-trust law suit in U.S. District Court here against 13 motion picture producers, distributors and exhibitors charging conspiracy to monopolize the industry.

The suit, brought by the National Realty Co., which operates the downtown theatre, claims that monopolistic practices within the industry have caused the Strand to suffer "serious and permanent damages to the goodwill of its business" and declares, "If the business losses . . . continue, the plaintiff will be compelled to cease operating its theatre."

Treble Damages Asked

Under the anti-trust law, the suit asks treble damages of $3,000,000 against each of the 13 defendants.

The defendants are RKO Rhode Island Corporation, which operates the Albee; Loew's Theatre and Realty Corp. operators of Loew's State; C. & F. Theatre Co., which operated the Majestic Theatre until 1956 and prior to that the Carlton, and Fay's Theatre; RKO Radio Pictures, Inc., Loew's Inc., Paramount Film Distributing Corp., Twentieth Century-Fox Film Corp., Warner Bros. Picture Distributing Corp., United Artists Corp., Universal Film Exchanges, Inc., Columbia Pictures Corp., Republic Pictures Corp., and Stanley Warner Theatres, Inc., which has operated the Majestic Theatre since 1956.

The plaintiffs, represented by William H. Edwards and Ernest L. Shein, ask a jury trial.

Crescent Restaurant, Bowling Alleys Set

Special to THE DAILY

NASHVILLE, June 4. – Crescent Amusement Co. today announced plans for the construction of a bowling alley and restaurant, estimated to cost $300,000, in the same block with its Inglewood Theatre. Webb Hayes, real estate manager, disclosed that the single level, 24-lane bowling center patterned after Melrose Lanes, also a Crescent Enterprise, will be completed in 90 days.

Music Awards Made

Ramiro Cortes, 24, of Los Angeles, has been named winner of the top cash award of $2,000 in the sixth annual Student Composers Radio Awards. Now in Italy on a Fulbright grant, Cortes was honored for his "Chamber Concerto" and "A Nocturnall Upon Saint Lucie's Day."

Second prize of $1,500 went to William Bayard Collins, of Princeton, N. J., for his "String Quartet 1953," a work which was also awarded the additional $500 WQXR String Quartet Prize.

The awards are sponsored by Broadcast Music, Inc.

'Vikings' Press Junkets To N.Y., Chicago, L.A.

As a means of developing heavy regional pre-opening publicity for "The Vikings," United Artists is flying 145 newsmen and other press representatives from 66 cities in the U.S. and Canada to New York, Chicago and Los Angeles, where they will hold interviews with the stars of the film and see special previews of the Technirama spectacle.

The New York phase of the plan will bring 55 amusement editors and films reviewers today from 25 cities for a three-day stay here.

In Chicago June 15

A group of 48 from 21 cities will visit Chicago on June 15, after which, on June 18, UA in Los Angeles will play host to 42 from 20 cities in the Western area.

The New York press group will be welcomed here today at a luncheon in the Park Sheraton Hotel prior to the showing. The film will have its world premiere at the adjoining Astor and Victoria Theatres here next Wednesday.

SMPTE Section Will Meet at White House

James C. Hagerty, press secretary to President Eisenhower, and Robert Montgomery, who advises the President on television appearances, will be the principal speakers at the Society of Motion Picture and Television Engineer's Washington Section meeting at 8 P.M., June 11, at the White House.

The subject of the meeting will be the President's press conference procedure and the relationship of the motion picture and television arts to the dissemination of news from the President's office.

'The Vikings,' Norse Craft, Leaves Bergen for N. Y.

"The Vikings," 78-foot replica of an ancient Norse vessel, originally used in the Kirk Douglas film, "The Vikings," set sail yesterday from Bergen, Norway, for New York. It is hoped to complete the 3,400-mile voyage in 25 days, bringing the craft into New York during the run of the United Artists film at the Astor and Victoria theatres here.

Plan Toronto Premiere For Canadian Feature

Special to THE DAILY

TORONTO, June 4. – All the glitter that a world premiere deserves will be accorded "Now That April's Here" when it opens at the Towne Cinema here June 19.

The film was financed in Canada, shot by Canadians with Canadians, and claims to be the first all-Canadian film feature ever made in this country.

It was adapted from four stories by Morley Callaghan and was produced by Norman Klenman and William Davidson.

The narration featured in the film will be spoken by Raymond Massey, actor.

Kohlmar Gets Own Unit

HOLLYWOOD, June 4. – Fred Kohlmar, for the past five years a Columbia Pictures contract producer, has been given independent status and will henceforth produce with his own unit for Columbia release, it has been announced by Samuel J. Briskin, vice-president in charge of west coast activities.

The whole industry is talking about COLUMBIA'S BLOCK-BUSTING SUPER SEVEN!

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
MAY	NEVER LOVE A STRANGER John Drew Barrymore, Lita Milan HONGKONG AFFAIR Jack Kelly, May Wynn — 79 min. (Rev. 4/21/58) DATELINE TOKYO Richard Long, Michi Kobi SNOWFIRE (color) Molly McGowan, Don Megowan BULLWHIP (CS, color) Guy Madison, Rhonda Fleming	THIS ANGRY AGE (Technirama, color) Anthony Perkins, Silvana Mangano — 111 min. (Rev. 4/28/58) THE GODDESS Kim Stanley, Lloyd Bridges —105 min. (Rev. 4/16/58)	THE SHEEPMAN (CS, color) Glenn Ford, Shirley MacLaine—86 min. (Rev. 4/23/58) CRY TERROR! James Mason, Inger Stevens — 96 min. (Rev. 4/15/58)	MARACAIBO (VV, color) Cornel Wilde, Jean Wallace — 88 min. (Rev. 5/13/58)	TEN NORTH FREDERICK (CS) Gary Cooper, Diane Varsi —102 min. (Rev. 4/30/58) FRAULEIN (CS, color) Mel Ferrer, Dana Wynter — 98 min. (Rev. 5/7/58) THUNDERING JETS Dick Foran, Rex Reason	GOD'S LITTLE ACRE Robert Ryan, Aldo Ray — 110 min. (Rev. 5/12/58) FORT MASSACRE (CS, color) Joel McCrea, Forrest Tucker —80 min. (Rev. 5/2/58) TOUGHEST GUN IN TOMBSTONE George Montgomery—72 min. (Rev. 4/30/58) ISLAND WOMEN Marie Windsor, Vince Edwards THUNDER ROAD Robert Mitchum, James Mitchum — 94 min. (Rev. 4/25/58) EDGE OF FURY Michael Higgins, Lois Holmes — 70 min. (Rev. 5/8/58)	I MARRIED A WOMAN (RKO) George Gobel, Diana Dors—84 min. (Rev. 5/15/58) GIRLS ON THE LOOSE Mara Corday, Lita Milan—78 min. (Rev. 4/4/58) LIVE FAST, DIE YOUNG Mary Murphy, Norma Eberhardt—82 min. (Rev. 4/11/58)	THE LEFT HANDED GUN Paul Newman, Lita Milan — 107 min. (Rev. 4/29/58) VIOLENT ROAD Brian Keith, Dick Foran—86 min. (Rev. 4/30/58) STAKE-OUT ON DOPE STREET Yale Wexler, Jonathan Haze—83 min. (Rev. 2/20/58) TOO MUCH, TOO SOON Dorothy Malone, Errol Flynn — 121 min. (Rev. 4/17/58) MANHUNT IN THE JUNGLE (color) Robin Hughes — 79 min. (Rev. 4/21/58)	MACHINE GUN KELLY (AIP) (Superama) Charles Bronson, Susan Cabot THE BONNIE PARKER STORY (AIP) (Superama) Dorothy Provine, Jack Hogan STAGE STRUCK (RKO—BV) (color) Henry Fonda, Susan Strasberg—95 min. (Rev. 2/26/58) LIANI (DCA) (color) Marion Michael, Hardy Kreuger TIME LOCK (DCA) Robert Beatty, Lee Patterson THE SECRET (DCA) Sam Wanamaker, Mandy THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmann, Hennelore Schroth HELL DRIVERS (Rank F. D. A.) (VV) Stanley Baker, Herbert Lom—91 min. (Rev. 5/13/58) ROBBERY UNDER ARMS (Rank F. D. A.) (color) Peter Finch, Ronald Lewis — 83 min. (Rev. 5/22/58)
JUNE	THE PAGANS Pierre Cressoy, Helene Remy CRY BABY KILLER Jack Nicholson, Carolyn Mitchell GUNSMOKE IN TUCSON (CS, color) Mark Stevens, Gale Robbins	THE LINEUP Eli Wallach, Robert Keith —86 min. (Rev. 4/30/58) THE CASE AGAINST BROOKLYN Darren McGavin, Maggie Hayes—82 min. (Rev. 5/15/58) LET'S ROCK Julius LaRosa, Phyllis Newman SHE PLAYED WITH FIRE Jack Hawkins, Arlene Dahl	THE LAW AND JAKE WADE (CS, color) Robert Taylor, Richard Widmark HAUNTED STRANGLER Boris Karloff, Jean Kent FIEND WITHOUT A FACE Marshall Thompson	HOT SPELL (VV) Shirley Booth, Anthony Quinn—86 min. (Rev. 5/14/58) ANOTHER TIME, ANOTHER PLACE (VV) Lana Turner, Glynis Johns — 98 min. (Rev. 4/18/58) SPACE CHILDREN (VV) Adam Williams, Michel Ray VERTIGO (VV, color) James Stewart, Kim Novak — 123 min. (Rev. 5/12/58) THE COLOSSUS OF NEW YORK (VV) Ross Martin, Otto Kruger	FROM HELL TO TEXAS (CS, color) Don Murray, Diane Varsi — 100 min. (Rev. 5/14/58) THE FLY Herbert Marshall, Vincent Price RX-MURDER (CS) Rick Jason, Marius Goring SPACE MASTER K-7 Bill Williams, Lynn Thomas GANG WAR Charles Bronson, Kent Taylor — 74 min. (Rev. 5/26/58)	THE LONE RANGER AND THE LOST CITY OF GOLD Clayton Moore, Jay Silverheel WINK OF AN EYE Johnathan Kidd, Doris Dowling	HORROR OF DRACULA (color) Peter Cushing, Melisa Stribling — 82 min. (Rev. 5/6/58) THE THING THAT COULDN'T DIE William Reynolds, Andrea Martin—69 min. (Rev. 5/8/58) THIS HAPPY FEELING (CS, color) Debbie Reynolds, Curt Jergens — 92 min. (Rev. 3/19/58)	DANGEROUS YOUTH George Baker, Frankie Vaughan — 98 min. (Rev. 5/16/58)	TERROR FROM THE YEAR 5000 (AIP) Joyce Holden, John Stratten HOT ROD GANG (AIP) John Ashley, Jody Fair HIGH SCHOOL HELLCATS (AIP) Yvonne Lime, Brett Halsey THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt THE PROUD REBEL (BV) (color) Alan Ladd, Olivia de Haviland — 103 min. (Rev. 4/4/58) LISA (DCA) Maria Schell, D. W. Fischer SENECHAL THE MAGNIFICENT (DCA) Fernandel, Nadia Gray DEFEND MY LOVE (DCA) Martine Carol, Vittorio Gassman DANGEROUS EXILE (Rank F.D.A.) (VV, color) Louis Jourdan, Belinda Lee
JULY	FRANKENSTEIN—1970 (CS) Boris Karloff, Jana Lund UNWED MOTHER Norma Moore, Robert Vaughn QUEEN OF OUTER SPACE (CS, color) Zsa Zsa Gabor, Eric Fleming	REVENGE OF FRANKENSTEIN Peter Cushing, Eunice Gayson THE CAMP ON BLOOD ISLAND Carl Mohner, Andre Morrell THE KEY (CS) William Holden, Sophia Loren GUNMAN'S WALK (CS, color) Van Heflin, Tab Hunter LIFE BEGINS AT 17 Mark Damon, Dorothy Johnson	GIGI (CS, color) Leslie Caron, Maurice Chevalier — 116 min. (Rev. 5/15/58) HIGH SCHOOL CONFIDENTIAL Russ Tamblyn, John Barrymore, Jr.	KING CREOLE (VV) Elvis Presley—116 min. (Rev. 5/21/58) ROCK-A-BYE BABY (VV, color) Jerry Lewis, Marilyn Maxwell	THE BRAVADOS (CS, color) Gregory Peck, Joan Collins THE NAKED EARTH (CS) Richard Todd, Juliette Greco SIERRA BARON (CS, color) Brian Keith, Rip Jason DESERT HELL (Regalscope) Brian Keith, Barbara Hale	THE VIKINGS (color) Kirk Douglas, Tony Curtis — 114 min. (Rev. 5/20/58) KINGS GO FORTH Frark Sinatra, Natalie Wood	A TIME TO LOVE AND A TIME TO DIE (CS, color) John Gavin, Lilo Pulver—132 min. (Rev. 4/1/58) KATHY O' (CS) Dan Duryea, Jan Sterling —99 min. (Rev. 4/24/58) THE LAST OF THE FAST GUNS (CS, color) Jack Mahoney, Linda Cristal	INDISCREET (color) Cary Grant, Ingrid Bergman — 100 min. (Rev. 5/28/58) NO TIME FOR SERGEANTS Andy Griffith, Nick Adams —111 min. (Rev. 5/7/58)	HOW TO MAKE A MONSTER (AIP) Robert Harris, Paul Brinegar WAR OF THE COLOSSAL BEAST (AIP) Roger Pace, Sally Fraser TANK BATALLION (AIP) Don Kelly, Marjorie Hellen THE LIGHT IN THE FOREST (BV) (color) Fess Parker, Wendell Corey —93 min. (Rev. 5/2/58) NIGHT AMBUSH (Rank F. D. A.) Dirk Bogarde, Marius Goring — 93 min. (Rev. 4/25/58) WINDOM'S WAY (Rank F. D. A.) (color) Peter Finch, Mary Ure

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

EVIEW:

he Played with Fire

aunder-Gilliat—Columbia

British box office favorite, Jack Iawkins, one of the stars of the curent "Bridge on the River Kwai," and merican beauty Arlene Dahl head he cast of this modest little British ıystery melodrama. It's a Frank aunder-Sidney Gilliat production, diected by Gilliat from a screenplay y Launder and himself.

The enterprising pair have let hemselves down in only one departnent: the screenplay. The producion, photographed for the most part n and around London, is full of atnosphere and mood, and Gilliat's diection is often effective, utilizing oth humor and suspense.

Although the plot is basically ound, it often requires the leads to ehave in arbitrary fashion: an insurnce investigator sees signs of arson nd insurance fraud in a small fire in ld British country house, but because ll clues point to the lady of the house s being the culprit and because she s a former amour, the investigator eeps mum. That is all right as far s it goes, but it is the sort of story vherein all ensuing problems could e easily cleared up if the investigator ust explained everything he knows, t almost any point in the story.

Both Hawkins and Miss Dahl tend o overplay as the investigator and the nhappy lady. Dennis Price is seen as ıer husband, an asthmatic and scion f one of those old, old British famiies who no longer have the money hey once had. As is revealed later, Price is the main villain who has been elling off the family's art collection nd setting fires not only for the inurance money but to destroy evilence of his sales of original old masers. The mystery deepens when Price s found dead in the charred ruins of is mansion and subsequent events nake it seem as if he were still alive.

The supporting cast is good, inluding Berard Miles, as the aforenentioned blackmailer; Greta Gynt, s an amorous divorcee, and Ian Iunter, as one of the lesser villains. Columbia Pictures is distributor. Winton Graham wrote the original novel. Running time, 95 minutes. General lassification. Release, in June.

Vincent Canby

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

Kenin Heads AFM

(*Continued from page* 1)

hat Kenin be elected as his successor.

The federation, at today's session f the 61st annual convention, pledged o continue its fight against what it ermed "the misguided federal amusenent tax policy," which it feels is esponsible, together with the use of nechanical music, for much unemloyment of its members.

Full support to Kenin was pledged y Alfred J. Manuti, president of the owerful Local 802, New York, as vell as by Eliot Daniel, who heads he Los Angeles branch of the musiian's organization.

Television Today

Telenews Not Affected By Merger of INS-UP

Television stations receiving Telenews newsfilm supplied by Hearst Metrotone News, Inc., were assured today by William Randolph Hearst, Jr., president, that service to them would continue "uninterruptedly" despite the recent merger of International News Service with the United Press.

In a statement to all TV stations using the various Telenews Newsfilm Services, Hearst said:

"Hearst Metrotone News, Inc., producers of Telenews Daily, Telenews Weekly, Telenews This Week In Sports and Farm Newsreel, is in no way involved in the INS-UP merger and it will continue production and service uninterruptedly to its many clients."

Until its dissolution, INS had been the exclusive sales agents for the Telenews programs for television, distribution of which will now be handled by the Hearst Corporation.

Hearst Metrotone News, Inc., also produces News Of The Day, a theatrical newsreel distributed by Metro-Goldwyn-Mayer, which partly owns the firm.

NTA Sells TV Series, Films in Far East

National Telefilm Associates' "Sheriff of Cochise" television series has been sold in Japan, Australia and the Philippine Islands, Oliver A. Unger, NTA president, has announced.

Unger also announced sales of "Official Detective" in the Philippine Islands and Australia and cartoons in Japan. At the same time, Unger said that a number of motion pictures were sold for theatrical exhibition in Hong Kong, Formosa and Siam.

The sales were reported by Sam Gang, NTA's foreign representative, recently returned from a tour of Far Eastern countries and Australia.

Delay Action On TV Control

From THE DAILY Bureau

WASHINGTON, June 4. – Senator Bricker (R., O.) said he had no intention of seeking action this year on his bill for direct Government control over TV networks.

Bricker said current Senate Commerce Committee hearings were designed chiefly to "keep us up to date" on developments affecting TV net works and to "keep everyone on his toes." The Ohio Senator commented as the committee heard officials of National Broadcasting Co. and American Broadcasting Co. attack the measure. After this testimony, the committee recessed the hearings, probably for two weeks or more.

Hearings Opened Tuesday

The hearings started yesterday, when Federal Communications Commission officials criticized the Bricker bill as too vague and CBS officials blasted it as unnecessary.

Davis C. Adams, executive vice-president of NBC, today called the bill "unwise and unnecessary" and representing "regulation for the sake of regulation."

The bill, he said, "would extend Government supervision to a whole new area of private enterprise in the fields of entertainment, information, and advertising." He argued the FCC already has ample control over network programming practices through its power over individual stations.

Calls Controls Unnecessary

Adams said it was no more necessary to go behind a station's performance and establish additional regulation over network source of programs than it was necessary to establish FCC regulation over TV motion picture distributors, film syndicators, ad agencies and other program sources.

ABC vice-president and general counsel Mortimer Weinbach said the Bricker bill would set the FCC forth "on an uncharted sea" with no one certain as to which aspects of network operations would be subject to Government regulation. Weinbach agreed with Bricker that there was concentration in the TV industry, but said it was a monopoly of station facilities caused by a shortage of TV stations in major markets. He urged a revised allocations policy to overcome this station shortage.

Sees Legislation Essential

Assuming Government regulation of TV networks were desirable, Weinbach added, it should be done only by specially-designed legislation and not by a broad delegation of power to the FCC.

One Man's TViews

By Pinky Herman

FRANK COOPER's audience-participation package, "Dotto," CBSeen every day and sponsored by the Colgate-Palmolive Co. will add a night-time stint to its sked starting Tuesday, July 1 (9:00-9:30 P.M.) The weekly show will be featured over NBC-TV with Jack Narz again performing the emcee chores. Ed Jurist will produce with Jerry Schnur, directing. . . . A recent rave item in this pillar about Larston Farrar's (He's a former Washington newspaperman) zingy novel, "The Sins of Sandra Shaw," has resulted in three Hollywood Filmoguls contacting the author for the screen rights. Down there along the Potomac ye fourth estaters now aver that the D.C. after the city may very well mean "Dan Cupid." . . . And while on the subject we might add in passing that the platter-chatter and palatable palaver, dispensed daily (3:00-7:00 P.M.) by Milton Q. Ford via WOL, makes him the most-listened-to deejay in that area.

☆ ☆ ☆

Jackson Beck

Ace Announcer Jackson Beck can trill as well as give out with the smooth spiel appeal. Jackson sings the original Lyn Duddy-Jerry Bresler Kiditties, heard in the daily ABCartoon strip, "Terry Tell Time," femceed by Carol Reed. . . . Harb Tannen of Wm. Morris Nite Club department, transferred to that Agency's Windy City office. . . . Latest film star to get into the groove (records) is Jack Lemmon, whose new Epic Album, "A Twist of Lemmon," will soon be heard from radio turn-tables. . . . Jack Lescoulie, he of the big smile and big heart, flew down to Baltimore yesterday to receive the Inter-Faith Celebrity Award for 1958, sponsored by the B'nai B'rith, K of C and Buomi Temple of that city. Previous winners of this citation include Perry Como, Eddie Fisher and Arthur Godfrey. . . . Ruth Hagy's "ABCollege News Conference" this Sunday, will feature a round-table discussion of a team of Russian students who'll tell of their impressions of America gained in their tour here and the views and opinions of Russia by a pair of American students who visited there. This marks the first telecast of the student exchange program approved by both countries.

B-B Campaign

(Continued from page 1)

tors now exceed the $100,000 mark and, if matched by distribution according to plan, would permit a start in at least a modified way on the campaign, providing time meanwhile for renewed fund-raising efforts, key industry people point out.

Encouragement from Brandt

Typical of the expressions of confidence that funds will be forthcoming, given time, was one from Harry Brandt, Independent Theatre Owners Association president, who is a member of the campaign executive committee.

"I'm positive the money will be forthcoming," Brandt said. "The exhibitors stand to benefit most from the business-building campaign. It was conceived and planned to help them, and it's being offered to them at a bargain rate. I can't understand the exhibitors of the U. S. not taking a $2 campaign for a buck," he said, referring to distribution's agreement to match exhibitor contributions to the campaign dollar for dollar.

Sees New York Doing Share

"Certainly, business is not good for many theatres but that's the time when more money should be spent to improve it. I'm firmly convinced we should go ahead with this campaign, spend what we have, show what we can do with it, and more will be forthcoming. New York theatres are doing their share. If theatres throughout the country do as well, the success of the campaign is assured."

Brandt said "Every exhibitor must put his money where his mouth is" and get the campaign rolling.

Rock-a-Bye Baby

(CONTINUED FROM PAGE 1)

scale yelps of laughter at the closing sequence. That they left the theatre in rare good humor is almost an understatement.

Jerry is himself listed as producer in this York (Jerry Lewis) production, with a fulsome assist from Frank Tashlin, who directed, and prepared the screenplay from his own screen story. VistaVision and Technicolor are most useful adjuncts to the production's effectiveness. Supporting Jerry are Marilyn Maxwell, Connie Stevens, Salvatore Baccaloni, Reginald Gardner and Hans Conried. There is even a bit of a song, offered as Jerry harks back in memory, rendered by young Gary Lewis, who has poise, at the moment, at any rate.

The story was written especially for Jerry and there is ample evidence of that. He plays the inept, shy, small-town bachelor (and television repair man) who for years has been in love with the small-town girl, Miss Maxwell, who now is a glamorous film star. The repair work on the roof of a house or two in town opens the way for several laugh-provoking sequences. The star's younger sister, Miss Stevens, is in turn in love with Jerry, although he only has thoughts for the star. When the latter comes out of a short-lived Mexican marriage with triplets, she unloads them on Jerry, he being the only one she and her manager, Gardner, can trust. Jerry and the triplets are good for a barrel of laughs and the women in the audience, especially, will have the time of their lives.

It all straightens out in the end, of course, but there is a full handful of comedy routines en route, some bordering on the slapstick, others of the more subtle variety, and several songs offered by Jerry and Miss Stevens, all of which add up to rousing Jerry Lewis comedy fare. The exhibitor can push it in the Jerry Lewis pattern, with perfect assurance that his audience will have a lot of fun.

Running time, 103 minutes. General classification. July release.

CHARLES S. AARONSON

Pittsburgh Exhibitors

(Continued from page 1)

representing T.O.A., were co-chairmen of the meeting. Wilbur Snaper, supervisor of the Business Building Campaign Committees for the Middle Atlantic area, played a recording of the material to be used in the radio campaign scheduled to start next month.

Strong support for the program was expressed by Jim Nash of the Tri-State Drive-In Association, Charles Black, Morris Finkel, Ben Anber and Ernie Stone, all of whom urged exhibitors to send in their contributions as promptly as possible.

To Seek B-B Pledges at New Mexico Meeting

Business Building campaign pledges will be sought from New Mexico theatremen on June 17th and 18th at the Convention of the New Mexico Theatre Association at the Hilton Hotel in Albuquerque.

Lloyd Franklin, Association president, said the radio spot campaign record will be played at the convention and pledges immediately distributed and contributions solicited.

'Mobster' for Corman

HOLLYWOOD, June 4. – Roger Corman will embark on his most ambitious project to date when he directs the $500,000-budgeted "I, Mobster," which he will co-produce with brother Gene in conjunction with Edward L. Alperson for 20th Century-Fox. The film will be made in CinemaScope and Technicolor.

Three Start as Studio Production Falls Off

From THE DAILY Bureau

HOLLYWOOD, June 4.—With t start of three pictures and the co pletion of four pictures in produ tion this week, production took slight drop, making a total of 25 pi tures.

Started were: "Tonka," Walt Di ney Prods. (Buena Vista); "The La Blitzkrieg," Clover Prods. (Colu bia); "The Remarkable Mr. Penn packer," CinemaScope, DeLuxe Col (20th Century-Fox).

Completed were: "The Earth the Spider" (American International "Monster from Galaxy 27," Rog Corman Prods. (American Intern tional); "I Want to Live," Figa Prods. (United Artists); "Timbukt Imperial Pictures (United Artists).

'Left-handed Gun' Ope In Southwest Saturatio

The southwest premiere of War Bros.' "The Left Handed Gun," whi will include upwards of 450 satu tion playdates during the next th weeks, has been kicked off in t Kansas City, Oklahoma City and D las areas.

The territorial openings have b backed by a comprehensive advert ing, publicity and promotion ca paign in newspapers, radio and which began more than four we ago with the cooperation of each the participating theatres.

Theatres playing the film dur the saturation period are eligible enter the company's Theatre Man ers' Contest, which offers nine awa of $100 savings bonds for the l advertising and publicity campai

Reserve Decision

(Continued from page 1)

Pickett and Leonard Moore heard arguments by attorneys for the G ernment and for the circuit. Sch contended that it had been unable sell the designated theatre proper —in upper New York State, Ohio Maryland – although attempts been made. Auction sales were h by Joseph P. Day last month Rochester and Glens Falls but no were made on the properties.

The Government contended the contempt citation should st because other theatre properties h been sold during the period charged that Schine had rejec "reasonable" bids for the proper

The circuit and four individual ficers were fined a total of $73,00 the contempt conviction.

Siegel Signs Blaustein

(Continued from page 1)

Siegel recently. Less than a week Frank Sinatra's Hobart Product was signed to produce for Metro.

Blaustein has been producing Columbia for the past three y his latest being "Cowboy" and " Book and Candle."

CINEMA LODGE
7TH ANNUAL
Film Industry
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THURSDAY, JUNE 12th
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$20 GOLF, LUNCHEON, DINNER
$15 GOLF & DINNER ★ $10 DINNER ONLY
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All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 83, NO. 110 — NEW YORK, U.S.A., FRIDAY, JUNE 6, 1958 — TEN CENTS

'ost-'48 Sales

OA to Study
e-Opening of
ederal Decree

8 Convention Also Will
ppose Closed Circuit TV

Exploration of possible methods of
nging about a revision of the in-
stry Federal consent decrees will
k high on the agenda of the Thea-
Owners of America 1958 conven-
n, to be held at the Americana Ho-
Miami Beach, next Oct. 21-25, a
lletin issued by organization head-
arters here yesterday disclosed.
n particular, the decree revision
dy will endeavor to determine
at can be done to ease provisions
ich operate against an increase in
production and to help bring

(*Continued on page* 4)

le Order to Bar Sale
f Selectivision Stock

n order permanently barring fur-
r stock sales by Selectivision, Inc.,
-television concern, was filed in
reme Court yesterday, according
Attorney General Louis J. Lef-
vitz. The injunction, he said, was
sented to by J. P. Hamilton, pres-

(*Continued on page* 6)

Plans to Offer
ditional Securities

Jnited Artists Corporation intends
ublic offering of additional secu-
s before the middle of July, it
announced by Robert S. Ben-
in, chairman of the board. The
pany has been negotiating with
Eberstadt & Co. as prospective
aging underwriter and plans short-
o file with the Securities and Ex-
nge Commission a registration
ement relating to such offering. It
ontemplated that any offering of
rities will be at approximately the
market price.
he company's second annual meet-
of stockholders will be held next
sday at 10 A.M. in the Rivoli
tre.

B-B Campaign 'Must Go On,' Adams Says; Meet Set Today

The all-industry business-building campaign "must go on," Horace Adams, Allied States president, and a member of the campaign executive committee, told MOTION PICTURE DAILY when reached by telephone at his Cleveland office yesterday.

Adams is due in New York this morning to attend the emergency meeting of the committee in the office of A. Montague, co-chairman, this afternoon. The meeting is expected to determine whether the campaign will continue and, if so, when and in what form.

Seriously lagging cash contributions from exhibitors have jeopardized the start of the radio campaign planned for July 1 and, therefore, of other features planned for later on the schedule.

"I heard tapes and records of the radio campaign material at the recent Allied States board meeting in Baltimore," Adams said, "and I am convinced they will accomplish something for theatre attendance. A campaign of that kind has to produce something;

(*Continued on page* 3)

Some Theatres Without B-B Campaign Material

Special to THE DAILY

SCRANTON, Pa., June 5.—No claim is made that the experience is widespread but the fact that it happened here has affected contributions to the all-industry business-building campaign from this area.

Thomas Friday, president of Comerford Theatres, was appointed a regional representative for the campaign fund-raising recently. When he went to work he discovered that exhibitors in the area knew little or nothing about campaign details and had no idea what their money would help buy. Checking his own circuit, Friday learned that no campaign literature had been received by theatre managers picked at random. It's being remedied.

Films Will Continue As 'Great Force': Freeman

From THE DAILY Bureau

HOLLYWOOD, June 5. — "The motion picture industry will continue to be a great force because it is made up of people who have the courage and the willingness to fight for what

(*Continued on page* 6)

TOA Urges Contributions To B-B Campaign Now

Theatre Owners of America, which has been more or less complacent heretofore on the subject of lagging contributions from exhibition to the all-industry business-building campaign, concedes in a bulletin released from its headquarters here yesterday that the campaign now is "at the crossroads" and "may never start" if exhibitors don't contribute.

Ernest Stellings, TOA president,

(*Continued on page* 3)

MGM Schedules 18 Features for Rest of Year; Sets Summer Dates

M-G-M will release 18 pictures through the balance of 1958 and has set release dates for ten of them through September. The 18 are in addition to the musical "Gigi" which will open in late June and July in 14 key cities on a reserved seat policy similar to that at the Royale theatre in New York.

The release schedule was announced yesterday by Jack Byrne, general sales manager, after discussions with Sol C. Siegel, vice-president in charge of production. With these set, Siegel is accelerating production plans for the studio's 1959 releases, the announcement said.

Included in the diversified schedule are the screen versions of two long-run Broadway plays—"Cat on a Hot Tin Roof" and "Tunnel of Love"; a Grimm Brothers fairy tale, "tom

(*Continued on page* 3)

Slim Chance

House Passes Tax Bill, Bars Excise Cut

Only Hope for Admissions Relief Now in Senate

By J. A. OTTEN

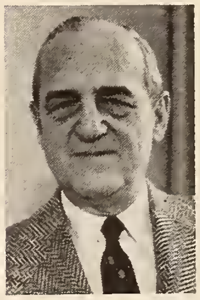
WASHINGTON, June 5.—The House overwhelmingly approved a one-year extension of present corpoate and excise tax rates.

This left the only possibility for some excise tax cuts this year up to the Senate. House Ways and Means Committee Chairman Mills (D., Ark.) during House floor debate today, said flatly that unless enonomic conditions got a lot worse, there

(*Continued on page* 2)

Depinet Again Picture Pioneers President

Ned E. Depinet was reelected president of the Picture Pioneers for the 1958-'59 season at a well attended meeting of the organization's board of directors in the offices of A. Montague, Columbia Pictures vice-president, on Wednesday, the organiza- announced yesterday.



Ned E. Depinet

All other Pioneer officers were reelected also. They include: Marvin Kirsch, vice - president; William German,

(*Continued on page* 3)

TRADEWISE
on page 2
Television Today
on page 6

PERSONAL MENTION

ED CHURCHILL, president of Donahue and Coe, and **Oliver Kingsbury**, vice - president, have arrived in Hollywood from New York for conferences at the M-G-M studio.

•

Albert List, head of List Industries, will leave here with **Mrs. List** today for Brussels, where they are exhibiting art work at the Brussels Fair.

•

Ron Michaels, United Artists manager in Australia and New Zealand has arrived in New York from Sydney.

•

Irving Sochin, general sales manager for Rank Film Distributors of America, returned to New York yesterday from Philadelphia.

•

Charles Schlaifer, president of Charles Schlaifer & Co., has left New York for Northampton, Mass., where on Sunday his daughter, **Arlene**, will graduate with honors from Smith College.

•

Lin Dai, Hong Kong actress, left New York for London yesterday via B.O.A.C.

•

Bruce Livingston, son of **Milt Livingston**, Universal Pictures home office publicist, will observe his Bar Mitzvah tomorrow at the Temple Adath Israel in the Bronx.

•

Jan Sterling has left New York for London via B.O.A.C.

'New Orleans' to Bow In Fiesta Atmosphere

Special to THE DAILY

NEW ORLEANS, June 5. – Final arrangements for a fiesta-style opening of Allied Artists' "New Orleans After Dark" at the Tudor Theatre here on June 18 are being completed by Carl Mabry, president of MPA, which produced the film for AA release.

A parade through downtown New Orleans will herald the world premiere, planned as an outstanding civic event with leading organizations taking part. The ceremonies will be covered by press, radio and TV. Trailers describing the picture will be run by seven theatres in the city during the one-week period of June 8-15.

TRADEWISE

By ONLOOKER

DID THE Bartlesville telemovies test, in addition to a number of other things, teach exhibitors that they are overly frightened of toll television? Some think so, and believe that exhibitors might be well advised to reverse their stand in opposition to any test of pay TV whatever, join those petitioning one and get it over with—probably with far less damage to their theatres and their nerves than any of them suspect. . . . The Bartlesville experience has more people than ever convinced that the blockbusters and super-attractions being made for the wide screens of theatres, in color, are not to be adapted to the tiny screens of home television sets, at a price, with any degree of success. Samuel Goldwyn, who for years past was an enthusiastic booster of pay TV, is among those who now believe Hollywood's super-entertainments will be wasted on 16mm. TV screens. His views to that effect were voiced at a trade press conference during his recent visit to New York. . . . Others feel that the less than blockbuster-calibre films will be unable to compete for a price with the free films on TV, and that on non-film attractions shown on pay TV, theatres will be better off when prospective viewers must pay cash for them than they are now when special events are offered free on sponsored television. The Bartlesville test, they feel, gave a pretty clear indication that pay TV's bark is worse than its bite (on exhibitors) will prove to be.

ROBERT WILBY calls good-natured attention to a reference in a recent interview published in Motion Picture Daily which made him an advocate of the idea, often expressed of late, of moving the first runs to the suburbs. "I'm agin it!" he protests. "What I was trying to say was that the admission price to a theatre was made up of three parts—the money at the box-office, the time spent, and the trouble of delivering yourself to the place where the picture is. If that last is to be of tremendous importance, the logic, of course, is to drive-ins. And one could write an essay on what other values are lost in getting that convenience. And while on the subject of these screaming neighborhoods, isn't it about time they try to sell their attractions in their own communities, rather than talk about the interest created in the picture by the distributor and the first run dying down before they get it? Maybe they should do some promotion, advertising and selling on their own." . . . When Dimitri Tiomkin was signed to do the music for the Leland Hayward production, "The Old Man and the Sea," the off-beat, quality nature of the picture was described to him and he was told the one thing not wanted was a theme song entitled "The Old Man and the Sea." So what did he come up with first? A theme song called "The Old Man and the Sea," natch. It was jettisoned and replaced by a really fine Tiomkin score, pleasing, unobstrustive well adapted to the production.

GUESS WHO they're calling the "Silky Sullivan of the film business?" . . . That's a nice job, and a valuable one, that Herman Wintrich's movie promotion department is doing in the N. Y. Daily Mirror. The promotion spots appear on Mondays, prominently positioned on Page 4, where they are certain to attract high reader interest. A recent one, calling attention to the Mirror's amusement pages, said: "Featured here are reviews and advertisements of current film attractions at Broadway and neighborhood theatres. Go see them and dream a little. Let the magic of the movies whisk you away with such great productions as "Gigi," "Paris Holiday," "South Pacific," "Attila," "Marjorie Morningstar," "Cry Terror," "Windjammer," "The Young Lions" and many others." It's valuable cooperation and the more noteworthy because it's the paper's own idea.

House Passe

(Continued from page 1)

would be no later bill this year to excise taxes or other tax rates.

Involved in the bill passed to are the 52 per cent corporate tax r and excise rates on liquor, toba and autos.

Chances for an admissions amendment in the Senate seem s unless other excises are cut fi Strongest Senate support is shapi up for an amendment to cut the tra portation taxes on freight and pass gers. If they should carry, the d might be opened for other amer ments to cut excises, including the missions tax.

The fight will come in the Sen on the Senate floor. The Sen Finance Committee is almost sure approve the bill as it comes from House.

Coyne Watching Situation

Robert Coyne of the Council Motion Picture Organizations been in Washington watching the uation, and trying to keep the ind try's foot in the door just in case tion does become possible in Senate.

The Ways and Means Commit is scheduled to resume work tom row on a small business tax re bill. The Administration and Cong sional leaders have pledged action this field.

Tower, Big K.C. Hous Will Reopen June 11

Special to THE DAILY

KANSAS CITY, June 5. – T Tower Theatre, large downtown K sas City film house which has b closed since early in May, will reopened Wednesday, June 11, w "Snow White and the Seven Dwa will begin an engagement.

Optimistic Regarding Summer

The reopening of the theatre, erated by Fox Midwest Theatres, prompted by the belief of offic that summer business will warr the move. The management hopes to obtain "South Pacific" the Tower, an acquisition that wo insure the theatre's continued ope tion for sometime.

NEW YORK THEATR

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"NO TIME FOR SERGEANTS"
Starring
ANDY GRIFFITH
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

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PEOPLE

Robert P. Speer, formerly a writer or United Press, has been named irector of the Press and Publications ervice of the U. S. Information gency. He succeeds **Frank L. Den-is**, who is leaving government service o become assistant to the president f the American Petroleum Institute.

□

Dick Williams, formerly editor of Theatre Arts Magazine," has rejoined he Michael Todd Co. as assistant to ill Doll.

□

Dr. Walter Clark of Kodak Re-search Laboratories has been named hairman of the honors committee for e national Society of Photographic cientists and Engineers.

□

John W. Oxberry, president of Ani-ation Equipment Corp., New ochelle, N. Y., during a recent trip Johannesburg, South Africa, was lected an honorary member of the outh African Society of Cinemato-aphers.

evy Outlines U.K. oycott Plan for TV

The plan adopted by the British otion picture industry to slow down e sale of films to television is not ly reasonably sure of success but also a "fine example of industry ooperation." Herman M. Levy, gen-al counsel of TOA, who has just turned from conferences with Brit-h exhibitors, discussed the plan in a lletin sent to TOA members yester-y.

According to Levy the plan en-sions a corporation to be set up to quire television rights to certain ritish pictures and to apply the nctions which the plan details. If a oducer or a distributor, or one who s financed the production of a pic-re, permits it to be offered to televi-on before offering it to the Corpo-tion, or refuses an offer by the orporation to purchase it, then the nematograph Exhibitors Associa-n will call upon all its members to fuse to book any film produced, dis-buted or financed by that person.

In addition, Levy continued, when exhibitor refuses to respect that ll to boycott, then the Kinemato-aph Renters Society will call upon distributor members to refuse to ok any film to that non-complying hibitor.

The fund for the purchase of televi-n rights, Levy said, will be sup-ied by exhibitors through a volun-y assessment on a per admission sis. This payment is, by agreement the contract, deductible from the oss receipts before the payment of rcentage rental by exhibitors.

It is certainly a "tight little plan a tight little island," Levy con-ded.

MGM Slates 18 for '58; Sets Summer Dates

(*Continued from page* 1)

thumb"; a comedy war story, "Imitation General"; and a reunion of the famous "Hardy Family."

Releases for June are:

"High School Confidential," Albert Zugsmith Production, starring Russ Tamblyn, Jan Sterling and John Drew Barrymore, in CinemaScope.

"The Law and Jake Wade," starring Robert Taylor, Richard Widmark and Patricia Owens. Produced by William Hawks, directed by John Sturges, in CinemaScope and Metrocolor.

"The Haunted Strangler," Boris Karloff's first horror picture in a decade, and a companion picture.

"Fiend without a Face," both Amalgamated Productions.

July releases are:

"Imitation General," starring Glenn Ford, Red Button and Taina Elg. William Hawks produced.

"Tarzan's Fight for Life," in color, starring Gordon Scott as Tarzan and Eve Brent as Jane. Directed by Bruce Hunberstone and produced by Sol Lesser.

August releases are:

"The Badlanders" starring Alan Ladd, Ernest Borgnine, Katy Jurado and Claire Kelly. Filmed in CinemaScope and Metrocolor, produced by Aaron Rosenberg and directed by Delmer Daves.

"The Reluctant Deb," starring Rex Harrison, Kay Kendall, John Saxon, Sandra Dee and Angela Lansbury. Filmed in Paris and London in CinemaScope and Metrocolor. Produced by Pandro S. Berman and directed by Vincent Minnelli.

"Andy Hardy Comes Home," starring Mickey Rooney as an adult Andy Hardy. The 16th in the series was directed by Howard W. Koch and produced by Red Doff.

For September:

"Cat on a Hot Tin Roof," an Avon Production, starring Elizabeth Taylor, Paul Newman, Burl Ives, Jack Carson, Judith Anderson and Madeleine Sherwood. Richard Brooks directed from his own screenplay and Lawrence Weingarten produced.

The eight pictures to be released during the remainder of the year are:

"Dunkirk," a Michael Balcon-Ealing Production, starring John Mills and Richard Attenborough. Directed by Leslie Norman.

"Terror at Sea," new Andrew and Virginia Stone suspense drama, starring James Mason, Dorothy Dandridge and Broderick Crawford.

"The Tunnel of Love," starring Richard Widmark and Doris Day, Gig Young and Gia Scala. A Joseph Fields Production, produced by Fields and Martin Melcher and directed by Gene Kelly.

"End of the World," starring Harry Belafonte, Inger Stevens and Mel Ferrer. A Sol C. Siegel production, directed by Ranald MacDougall.

"The Journey," starring Yul Brynner and Deborah Kerr with Kurt Kasznar and Robert Morley, is being filmed in Vienna under the direction of Anatole Litvak.

"Party Girl," co-starring Robert Taylor and Cyd Charisse, is a Joe Pasternak Production in CinemaScope and color, directed by Nicholas Ray.

"Torpedo Run," starring Glenn Ford and Ernest Borgnine, in CinemaScope and color. Produced by Edmund Grainger and directed by Joseph Pevney.

Depinet Again

(*Continued from page* 1)

treasurer; George F. Dembow, secretary, and Harry Joe Brown, vice-president and West Coast representative.

The Picture Pioneers, organization of veterans of 25 or more years in the industry, is now in process of agreeing on its annual designation of a Pioneer of the Year, who will be honored at the annual banquet to be held in November. Announcement of the honoree will be made in the near future.

Directors of the Pioneers are: Charles Alicoate, Barney Balaban, Harry Brandt, George Dembow, Sam Dembow, Depinet, Gus Eyssell, Si Fabian, German, Abel Green, William J. Heineman, Kirsch, John J. O'Connor, Robert J. O'Donnell, Martin Quigley, E. V. Richards, Jr., Sam Rinzler, Herman Robbins, Abe Schneider, Ben Shlyen, Spyros Skouras, Harry Takiff, Joseph Vogel and Albert Warner.

Plan 'Vikings' Events To Premiere, Beyond

"Vikings Week," characterized by United Artists as the company's most intensive opening-week campaign ever mounted, will be launched on Monday to spotlight the dual world premiere engagement of "The Vikings" on Wednesday at the Astor and Victoria Theatres here. The drive is under the direction of Roger Lewis, UA national director of advertising-publicity.

The program combines an official city-wide celebration, appearances by the stars of the film—Kirk Douglas, Tony Curtis and Janet Leigh—on 21 TV and radio shows, retail support at numerous stores on the metropolitan area, several public events and a heavy schedule of 340 spot announcements on nine stations.

The activity, instead of concluding with the world premiere on Wednesday, as is customary, is planned to carry five days beyond.

Tiomkin to Brussels and Europe for 'Old Man'

Dimitri Tiomkin, who composed and conducted the musical score for "The Old Man and the Sea," leaves New York today for the Brussels World Fair to attend the showings of the Warner Bros. picture at the United States Pavilion. The film has been selected to represent the United States in the Fair's International Film Festival.

While in Brussels, Tiomkin will be invited by the officers of the American Pavilion to conduct the symphony orchestra now at the World Fair.

'Seas' Here July 15

A new opening date in New York has been set by Stanley Warner Corp. for "Cinerama-South Seas Adventure." The world premiere of the fifth Cinerama production will be held on July 15 at the Warner Theatre. The return engagement of "This Is Cinerama" at the house will be extended for two weeks to a total of 10.

Friedlander Tour Set

Buddy Friedlander, national promotion manager for United Artists Records, will leave here Sunday on a three-week Coast-to-Coast tour on behalf of the company's summer and fall releases.

Adams' Plea

(*Continued from page* 1)

I think it is something that must be done.

"Theatres need the promotional help, and if you take no action you get no results. Our biggest difficulty is that we are asking people who are desperate for money."

Follows Brandt Appeal

Similar sentiments were expressed earlier by Harry Brandt, president of Independent Theatre Owners Assn. of N. Y. "I can't understand exhibitors not taking a $2 campaign for a buck," Brandt said, reminding that it is intended to boost theatre attendance and that distribution will match every dollar contributed by exhibition.

Other members of the executive committee expected at today's emergency meeting are: Ernest Stellings, TOA; and Sol Strausberg, MMPTA.

TOA Asks B-B Aid

(*Continued from page* 1)

was scheduled to arrive here late last night to attend the emergency meeting today of the campaign's executive committee, of which he is co-chairman.

May Miss Deadline

"The radio campaign is scheduled for July 1," the TOA bulletin points out, "but as yet there isn't enough money in to make the commitments for time spots. Unless it arrives, and quickly, the July 1st deadline will have to go by the boards and the important summer radio market will be missed. We urge you again, please, make your contributions now, immediately."

National Pre-Selling

"PARIS HOLIDAY" is depicted pictorially and by text in the May 26 issue of "Life." The extensive story features the antics of Bob Hope and Fernandel aiding government agents chasing a gang of international crooks and Anita Ekberg as a lovely spy in the UA picture.

•

"This Happy Feeling" with Debbie Reynolds, John Saxon, Alexis Smith and Mary Astor has been selected the picture of the month for June by "Seventeen."

•

"To satisfy the springtime urge for something light and gay, Danny Kaye in 'Merry Andrew' has come up with a mirthful film which has everything, even a circus" reports Florence Somers in the June issue of "Redbook."

"The circus gives Danny plenty of chance for some very funny sequences, and he also plays some touching scenes with his pupils."

•

A very readable story of Joanne Woodward and Paul Newman appears in the July issue of "Photoplay." Just as Joanne enriches any film in which she appears, she enhances this article with her alert and penetrating mind.

•

A striking ad on "No Time for Sergeants," which stars Andy Griffith appears in the June issue of "The American Legion Magazine." This new Warner film is playing at Radio City Music Hall.

•

A photo story of that attractive and sensitive young actress Tina Louise appears in the May 27 issue of "Look." Tina plays Grisella in Erskine Caldwell's "God's Little Acre."

•

The front cover of "Pictorial Review's" June 22 issue will have a Kapralik created caricature of the stars of "The Vikings." Kirk Douglas, Tony Curtis and Janet Leigh will appear through the eyes of Kapralik.

•

An interest provoking color page ad on Paramount's "Vertigo," the Alfred Hitchcock production starring James Stewart and Kim Novak appeared in the May 26 issue of "Life."

•

Marshall Scott in the June issue of "Cosmopolitan" has selected "God's Little Acre" as "an outstanding picture."

•

Stanley Gordon and John Hunt have written an entertaining article on Bing Crosby and Kathryn Crosby his energetic and articulate wife for the May 13 issue of "Look." For her next film Columbia's "Gunman's Walk," she learned Sioux dialect for a scene with Indian children.

WALTER HAAS

British Publicity Circle Proposes Film Week as Business Builder

By PETER BURNUP

LONDON, June 2 (By Air Mail)—After several months' closed-door consideration, the Film Industry Publicity Circle has produced its plan for the stimulation of public interest in the cinema, and its offerings.

The Circle advocates an institutional advertising campaign in line, presumably, with that lately promoted in Lord Beaverbrook's "Express" newspaper group in which pictures on general release were plugged in omnibus fashion. But the publicists suggest also that the time is ripe for a National Film Week, or possibly a Film Month.

They feel that a Festival in one city, admirable through it be, has largely lost its efficacy. A number of the publicists cite, for example, the well-known Edinburgh Festival, which admittedly attracts a host of people to the Scottish capital but, in the ultimate resort, brings better business only to the city's hoteliers and its shop-keepers.

They envisage a nationwide endeavour with personal appearances of stars up and down the country, so that the nation may be given what is described as a "new feeling" towards the film industry.

The plan has been submitted to KRS president Sir Arthur Jarratt, who has promised to pass it around to his members. It bristles admittedly with a multitude of difficulties, but there are those among the trade's leaders who hold that the industry reaped (or promises to reap) rich benefits from its combined operations in regard to Entertainment Tax relief and the control of feature films on TV.

They urge that a similar operation in regard to a stimulus to business at least merits consideration.

There are others, however, who stubbornly maintain that the only answer lies in the saleability of the industry's offerings to the customers. They point out and with reason that when one success reaches London's West End the whole business has a shot in the arm. They cite also the crowd-pulling power of an offering like "South Pacific" in Todd-AO.

Every night a board hangs on the Dominion Theatre marquee proclaiming proudly:

"SORRY. HOUSE FULL"

That's the sort of confident announcement, say these authorities, which does good to the whole business.

'South Pacific' Slated For Brighton, England

From THE DAILY Bureau

LONDON, June 2. (By Air Mail).—"South Pacific," in the Todd-AO 70mm version, has been booked for an extended run at the Associated British Cinemas' Astoria, Brighton, from June 30.

The deal has been negotiated between J. F. Pattinson, managing director of 20th Century-Fox; Sam Eckman, Jr., representing the Magna Theatre Corporation, and D. J. Goodlatte, managing director of ABC.

"South Pacific" is currently playing to capacity business at the Rank Organisation's Dominion, Tottenham Court Road, and Gaumont, Manchester, where advanced bookings are reported to be very heavy. It has just opened at Century-Fox's New Drake Theatre, Plymouth.

New Book on Copyright To Be Issued in August

"The Universal Copyright Convention: An Analysis and Commentary," a new book treating copyright law for those who deal in literary properties on either a local or international basis, has been completed by Dr. Arpad Bogsch, legal advisor in the copyright office of the Library of Congress, and will be published in August by R. R. Bowker Co., in cooperation with the Copyright Society of America.

The work, written in a style which it is intended will be equally clear to lawyer or layman, analyzes each article of the copyright convention separately and includes chapters devoted to the three protocols adopted.

An introduction has been written by Prof. Walter Derenberg, president of the Copyright Society of America.

Dallas Variety Tent Closes Boys Ranch

Special to THE DAILY

DALLAS, June 5. — Chief Barker Edwin Tobolowski announced that a lack of operating funds has caused the Dallas Variety Club to close its Boys Ranch at Bedford, Tex. Tent 17 has sponsored the ranch's operation for 15 years, but the $2,000 required weekly to meet the operation's requirements could not be met. The 60 residents have been returned to their homes and foster homes.

Funds realized from the sale of the ranch will be used to help support other area charities for needy children.

Builds Georgia Drive-in

ATLANTA, June 5.—The Gwinette, a deluxe drive-in, is being constructed on the Norcross-Tucker road near Norcross, Ga., by Larry McClure, owner of several other drive-ins. The Tom Jones agency will do the buying and booking.

Astor Renews Ruff

Astor Pictures Corp. and Edward Ruff Associates, the latter holding the Astor Pictures franchise for New England, have renewed their association for another two years, it was disclosed yesterday by Fred Bellin, Astor president.

TOA to Stud

(*Continued from page* 1)

about a firmer playoff base for bo exhibition and distribution.

The Justice Department recently i formed National Theatres that would oppose the latter's entry in production unless it waived its the tres pre-emptive rights to the pictur made. The reply to N.T.'s long stan ing request for permission to enga in production so as to help increa the supply of films was interpreted the trade as effectively barring pr duction activity by Stanley Warner, well, which also had been interest in having its consent decree restri tions against such activity eased.

Justice's action came at a time wh American Broadcasting - Paramou Theatres, which has no decree r strainer barring it from engaging production, had entered into a pr duction hiatus after completing fo features.

Post-'48 Films an Item

Also on the TOA convention age da, the bulletin disclosed, will be su matters as discussion of means keeping post-'48 films off televisio continued efforts to obtain orderly r lease of product throughout the yea and how to keep pay TV in any for off the air and cables. The last nam subject is an expansion of TOA's co tinuing campaign against subscripti TV, which heretofore has been ce tered mainly on attacks against exploitation of the free air wav rather than against closed circuit T which many TOA members have us to their profit in handling speci sports events in their theatres.

A bulletin reports that Erne Stellings, TOA president, and Sa Rosen, executive vice-president Stanley Warner, received reaffirm tions of opposition to the sale of po '48 film libraries to TV from Al Montague of Columbia, Milton Rac mil of Universal and Joseph Vogel Loew's during the rounds of the co panies made by the two exhibit leaders recently.

Bank Commitments a Factor

They were received cordially, t bulletin says, and were told by Ro ert Benjamin, chairman of Unit Artists, and Arthur Krim, preside shortly after U.A. had concluded sale of some post-'48 films, that t sale had been necessitated by ba commitments. They added that other distributors did not sell th post-'48 libraries, they were hope that U.A. "could forestall furth sales."

Vidor Signed for Two

HOLLYWOOD, June 5. — Char Vidor has been signed by Samuel Briskin, Columbia Pictures vice-pr ident in charge of West Coast act ities, to direct two of the compan top forthcoming productions: Rog Edens' "The Beach Boys" and "T Franz Liszt Story" to be produced William Goetz.

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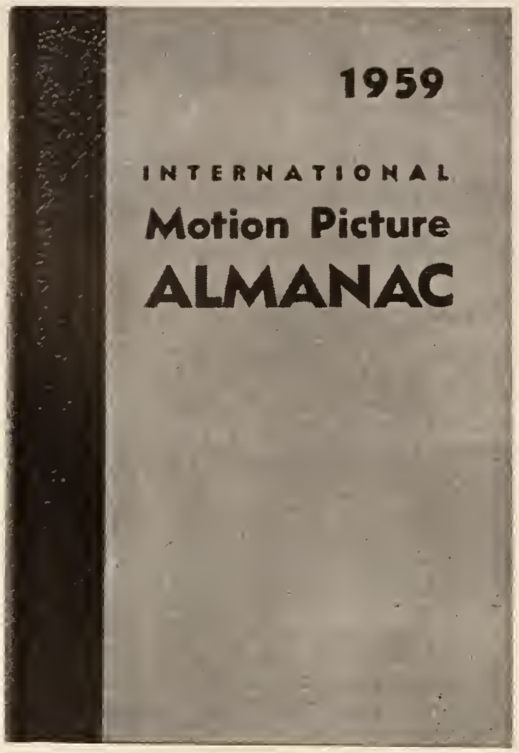
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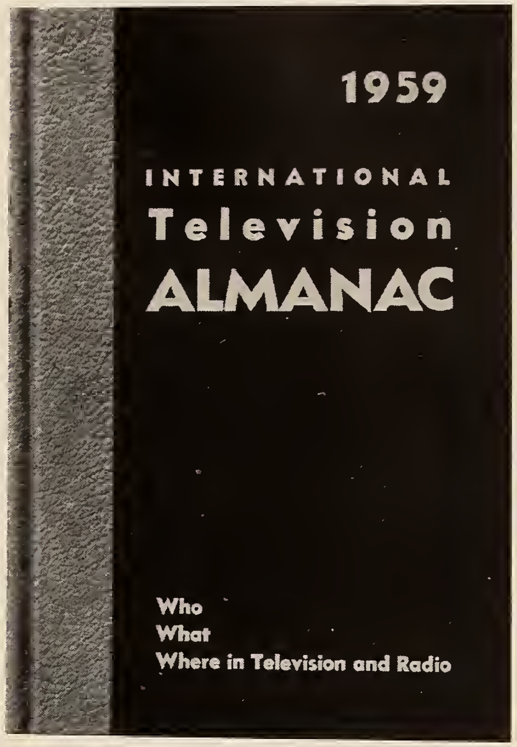
1959
INTERNATIONAL
Television
ALMANAC
Who
What
Where in Television and Radio

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Television Today

FCC's Budget At $8,900,000

From THE DAILY Bureau

WASHINGTON, June 5. – The Senate Appropriations Committee today voted $8,900,000, the same figure as approved by the House of Representatives, for the Federal Communications Commission for the year starting July 1.

The figure is $50,000 below the budget request, but $535,000 above this year's total. The committee said the increase was to be used to expand FCC personnel.

Heavy TV-Spot Drive For 'Time to Love'

More than 400 television spot announcements in 25 cities are now being used by Universal - International as a featured part of its record advance promotional campaign on Erich Maria Remarque's "A Time to Love and a Time to Die," which will reach its climax with a series of selected key city openings for the Fourth of July weekend.

Cities Coast to Coast

Areas covered by the TV spots are Ames-Des Moines, Atlanta, Dallas-Ft. Worth, Dayton, Denver, Green Bay, Houston, Kansas City, Los Angeles, Milwaukee, Montgomery, Nashville, New Orleans, Oklahoma City, Philadelphia, Rochester, St. Louis, Salt Lake City, San Antonio, Washington, San Diego, Seattle, Wilkes-Barre-Scranton and York.

CBS Signs Gleason; Series Starts Oct. 3

Jackie Gleason will return to the air as the star of a new "live" comedy series starting Friday, Oct. 3, on the CBS Television Network, it has been announced by Louis G. Cowan, president of the division.

The new series, cast and details of which will be disclosed later, will be sponsored on alternate weeks by Lever Brothers Co., and Pharmaceuticals, Inc. It will be presented on Fridays, 8:30-9 P.M., EDT.

Form Globe Video News

Formation of a subsidiary, Globe Video News, to make and distribute commercial and entertainment-promotional films for television has been announced by Globe Photos, Inc., independent news and feature photo syndicate. The announcement was made jointly by William Eisnitz, president, and head of the New York office, and Charles Bloch, vice-president, head of the Hollywood office.

Coast Broadcaster Unit Holds Officer Elections

From THE DAILY Bureau

LOS ANGELES, June 5. – Pat O'Reilly, director of radio and television news for the ABC Western division, has been elected president of the Radio and Television News Club of Southern California, succeeding Joseph Micciche, now assistant director of Civil Defense, City of Los Angeles.

Other Officers Named

Serving with O'Reilly will be Alan Lisser, KBIG, vice-president; Jacqueline Brown, General Public Relations, Inc., secretary-treasurer, and a new board of directors consisting of Jack Beck, CBS; John Thompson, NBC; John Holbrook, Mutual Don Lee-KHJ; Bill Crago, KFWB; Hugh Brundage, KMPC, and Lennie Blondheim, KTTV.

Serling Signs One Year Contract with CBS-TV

Rod Serling has been signed to a one-year exclusive television contract with the CBS Television Network, it was announced by William Dozier, vice-president, programs, in Hollywood.

Minimum of Three Plays

Serling, three-time Emmy Award winner, will write a minimum of three television plays for the "Playhouse 90" series during the next season and will adapt or write original scripts for one or two dramatic specials. He will also write the pilot script for a proposed new half-hour science-fiction series created by him, called "Twilight Zone."

TV Commercials Subject Of FPA Session July 12

Advertising executives, heads of TV departments, film production supervisors, art directors and copy personnel are invited to attend the second TV-commercials showcase which will be conducted at the Avon Theatre here on Thursday, July 12, by the Film Producers Association of New York. The session will be held at the theatre from 3:30-5 P.M., and attendance has been limited to 500.

Subjects to be covered include photography, animation, effects, concepts, processes, trends, sound and color.

Named Division Head

Barney L. Kemendo has been appointed central division manager of Interstate Television Corporation, Lloyd Lind, vice-president and general sales manager of the company, has announced. Kemendo, who assumed the duties of his new position June 2, will headquarter in Dallas, Texas.

REVIEW:

Wink of an Eye

United Artists

HOLLYWOOD, June 5

"Wink of an Eye" is suspense from start to finish, with an unforgettable moment of shock, with a twist ending that will leave the audience chuckling with relief.

With no fanfare likely to launch this modest budget offering, void of names, sensationalism or fodder for that "quick buck," the burden of championing its presentation as enjoyable entertainment can be borne with ease by exhibitors.

Showmen favoring new faces will have little difficulty in selling the sympathetic, unpredictable quality found in Jonathan Kidd's expression, or the appealing studiousness of Barbara Turner, or the meddlesome, strudel-cooking, good-neighborly Irene Seidner. Doris Dowling is suitably cast in the co-starring spot, maintaining an air of mystery and cunning until the surprise finish.

Robert Presnell, Jr., Robert Radnitz and James Edminston drafted the screenplay from a story by Chester Davis and Winston Jones. Jones, remembered for his direction of the feature documentary, "U.F.O.," proves his mettle for suspense in his direction of this one.

Kidd is a chemist frustrated in his work and his marriage, and appearing in the latter at least planning to do something: to do away with his wife and hie off to Mexico with his perfume factory aide, Miss Dowling. Circumstances, as they will in good stories, intervene, as Barbara Turner as a student roomer for his home appears too soon for Kidd. His panic excites a neighbor, and Miss Turner; so do his wife's disappearance, and nightly noises (like a bone saw), and packages he brings from the celler to kitchen freezer. It all resolves when his wife, Jaclynne Greene reappears. She was an alcoholic in a sanitarium; and as for the noises, packages, cellar activities–Kidd was making secretly an exclusive perfume.

The title song, composed by Max Rich, Clarence Greene and Jack Scholl, is employed for effect throughout the film. Fernando Carrere produced, and Chester Schaeffer edited the film to advantage.

Running time, 72 minutes. General audience classification. June release.

S. D. B.

Frisco Embassy Trial Postponed to Tuesday

Special to THE DAILY

SAN FRANCISCO, June 5.–After being on call since the first of the week to appear as witnesses in the Embassy Theatre eight-million-dollar anti-trust suit, top executives of Fox West Coast Theatres here were told today the trial will be in adjournment until next Tuesday.

To fill up the court session Embassy attorney Robert D. Raven got into the record more than 100 master and franchise agreements which revealed long-term pacts between all eigh the major defendants and Nati Theatres for exclusive licensing first-run pictures to NT divisions, cluding Fox West Coast houses.

One such agreement signed in 1 ran for 10 years and gave FWC clusive first run right to Param films. In 1943 the agreement was tended for another 10 years, but outlawed in 1947 because of government's decree against P mount. Another for nine years signed in 1936 with Loew's.

Fox Unveils 3 Films At Coast Press Previe

By SAMUEL D. BERNS

HOLLYWOOD, June 5. – Twe tieth Century-Fox sent three of its t films into orbit today in an impressi press preview of sample footage fro "work prints" of "The Barbarian a the Geisha," "The Hunters" and Certain Smile."

Mementos of the showing inclu pageantry and Japanese backgrou of "Barbarian and Geisha," wh stars John Wayne, produced by E gene Frenke and directed by Jo Huston; exciting, incredible pho graphy of jet planes in action a portrayals by Robert Mitchum a Robert Wagner in "The Hunte produced and directed by D Powell; and provocative worldlin of spritely newcomer Christine Car co-starred in "A Certain Smile" w Rossano Brazzi and Joan Fonta produced by Henry Ephron and rected by Jean Negulesco.

Title song in the latter by Sam Fain and Paul Francis Webster se destined to be one of year's best.

Capital use was made of color CinemaScope in all three productic

File Order to Ban Sal

(*Continued from page 1*)

ident, and Bernard L. Goldberg director.

The Attorney General said t investigation had revealed that "c a handful of houses have been wi by Selectivision, and statements c cerning investments made by company are a preposterous exagg tion."

The Selectivision system cause sensation when described at the Th tre Owners of America conventio Miami last fall, with the annour ment that it would be ready to be operations in telecasting first- films from neighborhood theatres home television receivers early 1958.

Films Will Continue

(*Continued from page 1*)

they believe," Y. Frank Free stated today at a luncheon here h oring his tenth year as chairma the board of directors of the Mo Picture Research Council.

Cecil B. DeMille presented F man with a plaque signed by e MPRC board member in which was praised for "his contributio MPRC and through it to the mo picture industry as a whole."

All
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MOTION PICTURE DAILY

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83, NO. 111 NEW YORK, U.S.A., MONDAY, JUNE 9, 1958 TEN CENTS

ibition at Fault

ϲketson Hits ɔusekeeping, lvertising

Executive Says Time hange Policies is Now

From THE DAILY Bureau

LYWOOD, June 8. — A y phrased indictment of theatre sing, operating practices and is pub- in the Nation- Theatres' an under nature of H. Rick- Jr., vice- nt. It is lly vitri- its refer- o adver- and pro- on, al- it runs nut of exhibition practices and es all will be discussed at annual convention to be held ily 1-3. The convention dates oved up from the fall because, on says, some of the ills of

F. H. Ricketson

(*Continued on page* 6)

Unveils Big New tre in Great Britain

By PETER BURNUP

MOUTH, England, June 8. — eth Century-Fox opened its 250,000 Sir Francis Drake here Friday night with a spe- ne-night benefit showing of Pacific." In attendance were ommander of the Plymouth base and the Lord Mayor of

(*Continued on page* 4)

elevision Today Page 6

Irving Asher Executive V-P Of 20th-Fox Television

Irving Asher has been named executive vice-president of Twentieth Century-Fox Television, in charge of sales, it is announced by Spyros P. Skouras, 20th Century-Fox president.

The appointment has been made in line with the film company's newly expanded operation following recent intergration at the company's Beverly Hills Studio of both theatrical and TV film production. Asher will make his headquarters in Hollywood, but will divide his time between New York and California.

Allied Move Vs. Post-'48 Sales

Allied States will endeavor to arrange meetings with top company executives for the period from June 24-27 to seek commitments of a definite order against the sale of the companies' post-1948 film libraries to television, Horace Adams, Allied president, said in New York on Friday.

Adams is a member of the Allied committee named to confer with the distribution executives. Other members are Irving Dollinger of Allied Theatre Owners of New Jersey and Jack Kirsch of Illinois Allied. They will endeavor to arrange meetings, on a company by company basis.

The Allied president said the com-

(*Continued on page 6*)

Called 'A Showmanship Approach'

'B-B Day' Planned to Spark Fund Raising

Committee Defers Radio Schedule But Reaffirms Whole Campaign

The executive committee for the Business Building Campaign at a special meeting Friday reaffirmed its intention to move ahead with all phases of the campaign, including both the radio schedule and the newspaper advertising. The radio campaign, however, originally scheduled to start July 1, will be postponed until a "Business Building Day," the date and plans for which will be announced in the near future.

The committee declared its belief that "after the Business Building Day sufficient funds would be realized to move forward."

The radio material being prepared by Donahue & Coe, received the "enthusiastic endorsement" of the committee, an announcement issued after the critical meeting in A. Montague's office at Columbia Pictures, said. It was reported that the decision to proceed with the campaign was unanimous.

Prior to the meeting, it is under-

(*Continued on page* 2)

Fox Release Plans Set At Regional Meetings

Plans for the summer and fall releases of 20th Century-Fox are now set, with the completion of a series of meetings in key exchange cities presided over by Martin Moskowitz, Eastern division sales manager, and C. Glenn Norris, Central-Canadian division sales manager, both of whom re-

(*Continued on page* 4)

Schneider 'Holder Letter Stresses 'Reduced Loss'

Columbia Pictures Corp. reports a consolidated net loss of $227,000 for the quarter ended March 31, 1958. This compares with a net loss in the previous quarter of $395,000 and a net profit of $175,000 for the third quarter of the previous fiscal year;

(*Continued on page* 6)

N.T.'s Quarter Income About Equal to Last Year, With Good Chance of Bettering It, Rhoden Reports

From THE DAILY Bureau

HOLLYWOOD, June 8—General operating income of National Theatres thus far this quarter "is about equal to last year," Elmer Rhoden, president of National Theatres, reveals in a message to the company's managers with the start of the three weeks circuit business drive in his honor, which runs to June 24.

If the goals pledged by the various theatre divisions during the drive are realized, Rhoden says, "we should exceed last year's G.O.I. by a safe margin. This will be welcome news to our stockholders."

Rhoden reported on Cinemiracle openings in Europe which he attended recently and, pointing to other current and future N. T. activities, emphasized that the company "is on the march." With these and the business drive, he said in a message in the current issue of the company's Showman, "we should be in a position to start the fourth quarter and establish a real record in gross and G.O.I."

Depreciation Plan May Aid Small Business

From THE DAILY Bureau

WASHINGTON, June 8. — The House Ways and Means Committee is working on a plan to permit businesses to depreciate in one year a small part of their annual investment.

The provision, if worked out, would be part of a small business tax relief bill the committee hopes to pass this

(*Continued on page* 2)

Kenin to Try for Studio Musicians' Settlement

Special to THE DAILY

PHILADELPHIA, June 8. — Herman D. Kenin, new president of the American Federation of Musicians, reiterated his determination to make immediate efforts to heal the rift between the A. F. of M. and the rebel-

(*Continued on page* 4)

PERSONAL MENTION

CECIL B. DeMILLE arrived in New York from Hollywood on Saturday for a brief stay before going to Philadelphia, where on Thursday he will receive the degree of Doctor of Laws at the Commencement exercises of Temple University.

•

HORACE ADAMS, Allied States president, returned to Cleveland from New York on Friday night.

•

ERNEST G. STELLINGS, president of Theatre Owners of America, left here for Charlotte at the weekend.

•

SAM PINANSKI, head of American Theatres, returned to Boston from New York at the weekend.

•

SHERWIN KANE, editor of MOTION PICTURE DAILY, is in Charlottesville, Va., for the graduation of his son, SHERWIN, Jr., from the University of Virginia tomorrow.

•

ILYA LOPERT, president of Lopert Films, and MRS. LOPERT returned to New York at the weekend aboard the "United States" from a two-month trip to Europe.

•

SAMUEL GOLDWYN, Jr., will leave here by plane today for Brussels.

•

NICK M. JUSTIN, managing director of the Rivoli Theatre here, will leave New York on June 14 aboard the "Olympia" for a five-week trip to Europe.

•

J. CLYDE FULLER, Jr., manager of Loew's State Theatre here, became a grandfather over the weekend with the birth of a son, JOHN TIMOTHY, to his daughter-in-law, MRS. JACK FULLER.

•

LOUIS A. NOVINS, president of International Telemeter Corp., returned to Hollywood over the weekend from New York.

•

BERNARD FEINS, Paramount studio story, editor, will arrive in New York today from the Coast.

•

MEL SHAVELSON and JACK ROSE, producers, are scheduled to arrive here tomorrow from Hollywood.

Robert Dunbar Heads WB's Chicago Branch

Robert H. Dunbar, Warner Brothers branch manager in Des Moines, has been promoted to branch manager of the company's office in Chicago, succeeding George Lefko, resigned.

Warner Brothers also announced the following additional changes in its distribution personnel: Joe Young, Memphis branch manager, has been promoted to branch manager in Des Moines. Jeff Williams, local sales manager in Indianapolis, has been transferred to the post of Memphis sales representative, operating out of the company's New Orleans exchange. Virgil Jones, New York salesman, has been transferred to salesman in Indianapolis.

All changes are effective immediately.

'Kings' to Capitol Here After Monaco Premiere

United Artists' "Kings Go Forth" will be the next attraction at the Capitol Theatre here, it was announced on Friday by William J. Heineman, UA vice-president in charge of distribution. The film is based on Joe David Brown's novel of love and war on the French Riviera.

Royal Couple Patrons

"Kings Go Forth" will have its world premiere in Monaco on June 14 for the benefit of the United Nations Refugee Fund. Prince Rainier and Princess Grace of Monaco will be patrons of the international fete, which will be attended by Frank Sinatra, star of the film, and Frank Ross, who produced.

Catholic Actors Elect Kiernan as President

From THE DAILY Bureau

HOLLYWOOD, June 8. — At the annual meeting of the Catholic Actors Guild of America, held Friday, Walter Kiernan was elected president. Elected vice-presidents were Pat O'Brien and William Gaxton. Other positions are: Paul A. Lilly, recording secretary; Kay MacDonald, historian; Charles J. Maguire, chairman of the executive board; Rei Terry, social secretary (theatrical); Madeleine Larkin, social secretary (non-theatrical).

Mrs. Grossman Dies

Mrs. Rebecca Grossman, of 80-35 Springfield Boulevard, Queens Village, wife of William Grossman and former wife of the late Samuel Strausberg, founder of the Interboro Theatre Circuit, died suddenly of a heart attack at her home on Friday. She was 75. Services were held Sunday at Park West Memorial Chapel.

'B-B' Day Set

(Continued from page 1)

stood, about $65,000 in cash and over $100,000 in pledges had been received for the campaign. The planned "Business Building Day," the committee announcement said, would be "a showmanship approach to the fund raising."

Present at the meeting besides Montague and Ernest Stellings, co-chairmen of the committee, were: Paul Lazarus, Jr.; Horace Adams, Sam Rosen, Wilbur Snaper, Sam Pinanski, Robert W. Coyne, Sidney Schreiber, Harry Brandt, Eugene Picker, Herman Levy, John Phillips, Al Floersheimer and Joseph Alterman.

Depreciation Plan

(Continued from page 1)

year. Other provisions would provide easier estate tax treatment and make other changes. The committee resumes work Thursday.

The key provision, however, is the one-year depreciation scheme. It could provide major benefit to film companies hoping to modernize their equipment.

Several Factors to Be Weighed

The committee has pretty well decided to make available to some investments the one-year depreciation privilege, replacing the present requirement for depreciation over long periods of time. What still must be decided is exactly how much of the annual investment should be given this privilege—$10,000, $20,000 or what; whether it should apply to both new and used equipment; whether it should apply to inventory as well as capital assets; whether it should apply to all types of capital assets or just so-called personal tangible property such as machinery and equipment; and similar items. Final decision will probably be made on the basis of the revenue loss involved in the different schemes.

RCA Dividend

A quarterly dividend of 25 cents per share on the common stock of the Radio Corporation of America, payable July 28, 1958, to holders of record June 20, 1958, has been declared. Also a dividend of 87½ cents per share has been declared on the first preferred stock for the period July 1, 1958, to Sept. 30, 1958, payable Oct. 1, 1958, to holders of record Sept. 8, 1958.

Defer Glen Alden Meet

The annual meeting of stockholders of Glen Alden Corporation was again adjourned for two weeks, until Friday, June 20, 1958, without further action. Litigation over a proposed merger with List Industries is still pending.

UFA Names Rive Agent in Britain

By WILLIAM PAY

LONDON, June 5 (By Air
—As part of the re-establishm
its foreign organisation, UFA,
many's largest motion picture
pany, has appointed Kenneth Ri
agent in Britain, Australia, New
land, South, East, West Afric
Canada.

Announcing this at a trade
conference, Rive, who operates
Film Distributors, the largest i
ers and leading distributors of
tinental films here, stated that
signed a five-year agreement to
sent and arrange distribution
for UFA in these territories. Th
organisation, he reported, has
ture programme this year of 2
of which 14 will be co-produ
Four of these will be with
producers.

Studying Co-Production

A delegation of UFA execut
expected in London next Septem
discuss co-production with
producers. Rive is at present i
gating the British market fo
deals.

As a further step in his o
pansion programme, Rive al
nounced a tie-up with Pathe O
of France for the distribution o
in Far and Middle East terr

"We are going further
further away, from home to o
distribution. We will now take
British pictures and channel
through Pathe. A Paris cinema
involved in the deal and it is
to make this exclusively for
films. The deal will give us
buying power and we will n
in the market for a wider type
ture," claimed Rive.

Aiming for 50 Houses

Rive has a five-year expansio
gramme with a target of 50 th
Earlier this year he joined force
William Boxer, South African
tor and distributor, and Ben
producers' representative, in a
scale expansion and developme
In addition to the extension
distribution of its films, Gala als
to build a luxury London cine
showing Continental films and
certain productions.

Gavin Contest Big

A record 15,000 entries hav
received in the five-month Uni
International-Photoplay conte
John Gavin, star of Erich Mar
marque's "A Time to Love
Time to Die," with 12,000
entrants applying for members
charter members in the John
Fan Club.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, ington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Roc Center, New York 20. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vic dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 times as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac. Television Almanac, Fame. Entered as class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copi

The Year's Big Triple Laugh Treat!

Paramount Presents

JERRY LEWIS

IT'S GOT SONGS...
IT'S GOT LAUGHS...
IT'S GOT TECHNICOLOR!

ry
s papa
riplets
h three
es
laughs
've ever
rd
our
atre!

ROCK-A-BYE BABY

VISTAVISION®

SONGS!
DORMI-DORMI-DORMI
(Sleep-Sleep-Sleep)
THE LAND OF LA-LA-LA
LOVE IS A LONELY THING
ROCK-A-BYE BABY
THE WHITE VIRGIN OF THE NILE
WHY CAN'T HE CARE FOR ME

RILYN MAXWELL · REGINALD GARDINER · BACCALONI · CONNIE STEVENS

Produced by JERRY LEWIS · Directed by FRANK TASHLIN · Screen Story and Screen Play by FRANK TASHLIN · Based on a Story by PRESTON STURGES
Associate Producer–Ernest D. Glucksman · Musical Numbers Staged by Nick Castle · Songs by HARRY WARREN and SAMMY CAHN

CK TOP JULY RECORDS—WITH THIS BLOCKBUSTER FROM PARAMOUNT!

Kenin to Try

(*Continued from page 1*)

lious former members of its Hollywood Local 47.

Kenin indicated it will receive his early attention on returning to his Los Angeles from the A. F. of M. convention which closed here at the weekend. If successful, Kenin's effort would end the split in the Hollywood musicians' ranks and could lead to an early settlement of their strike against film producers.

With the backing of James C. Petrillo, retiring president, the convention in a late session revoked by unanimous vote a constitutional provision which gave dictatorial power to the union's president by empowering him to annul any section of the constitution, by-laws or other basic rules, and to substitute rules of his own.

Never Used It, Says Petrillo

Petrillo said the clause had been in the constitution when he took office 18 years ago and said he had never used it.

On Petrillo's recommendation the convention also voted to hold its conventions every two years instead of annually hereafter as an economy measure. Also, to help the union's weakened treasury, Kenin declined a salary increase from the $20,000 paid Petrillo to a proposed $35,000 per year.

FEATURE REVIEWS

The Haunted Strangler

M-G-M—Amalgamated

Boris Karloff, whose long career established the horror picture as a Hollywood fixture as well as a standard money making formula, retired ten years ago from the field that made him famous. But fortunately not for good. He returns here in one that ranks with some of his best and which should re-establish his superiority and marquee power.

The picture—an Amalgamated Production produced by John Croydon—is a Jekyll and Hyde story with a new twist, set in grimy and gloomy London of the mid-nineteenth century. The atmosphere, particularly lengthy scenes in Newgate Prison and Goldbath Fields, notorious insane asylum, is used effectively to build the horror and suspense.

The story, an original by Jan Read, starts with the hanging of a one-arm sailor for a series of Jack the Ripper murders. Years later, Karloff, writer and social crusader becomes interested in the case and sets out to prove the sailor innocent in spite of the fact that he was identified by chorus girls at an infamous cafe as the assailant.

His inquiry leads him back to the cafe to Newgate Prison and to exhumation in the dead of the night of the sailor's body. During the course of it, it becomes apparent that Karloff himself was the original, insane murderer, nursed back to sanity, and forgetfulness, by his wife. The fits recur; he realizes his own guilt, but is unable to convince the authorities that he is committing the new series of murders. His death finally solves the crimes.

A capable British cast supports the star in his comeback and the staging, editing and direction, by Robert Day, contribute much to the impressive horror effect.

The picture is being double-billed with "Fiend Without a Face," also an Amalgamated Production, but could well stand on its own as a Karloff classic.

Running time, 81 minutes. General classification. June release.

JAMES D. IVERS

Fiend Without a Face

M-G-M—Amalgamated

This entry in the science fiction, horror division, sweepstakes is well and logically constructed, capably acted and directed with an eye toward building suspense. The cast is substantially unknown but exploitation of the horror angle is indicated and should be effective.

Marshall Thompson, U.S. Air Force major at an atomic-radar base in Canada is involved, as security officer, when mysterious deaths start occurring in the neighborhood. The Canadian farmers blame radiation from the atomic plant but this is ruled out when autopsies show the murder victims have had their brains and spinal cords removed.

The trail leads to Kynaston Reeves, retired scientist living in the neighborhood. Thompson, with the help of Kim Parker, working as Reeves secretary, discovers that Reeves has developed a method of projecting thoughts and making them objective entities, drawing on the Air Force atomic plant for the necessary power. Having done so, however, he can no longer control the monsters he has created. The bodiless, soulless thoughts multiply, take over the plant and are only disintegrated when Thompson blows up the plant.

The idea, in spite of its inconsistencies, is credibly presented and the direction by Arthur Crabtree keeps the action moving fast enough to bridge any gaps. Romance between Thompson and Miss Parker helps, too.

Production values are kept in hand and the acting is uniformly good. The picture was produced by John Croydon for Amalgamated Productions.

Running time, 74 minutes. General classification. June release.

J. D. I.

The key to successful motion picture advertising is to reach as many movie-going families as possible.

For this reason, Columbia Pictures has chosen McCall's, the magazine of Togetherness, to help promote its newest release, "The Key"... a romantic adventure drama of a man, a girl and a key...starring William Holden, Sophia Loren and Trevor Howard.

Columbia's "The Key" opens the doors to a big box-office potential through the pages of July McCall's.

McCall's
The magazine of Togetherness...
circulation now more than 5,300,000

Fox Release

(*Continued from page 1*)

turned to New York at the week

During the trip, Moskowitz vi with 20th sales executives in W ington, Charlotte, New Haven, cinnati, Philadelphia, Chicago New Orleans. Norris toured Atl Denver, Salt Lake City, Los Ang San Francisco, Portland and Seat

In each city, Norris and Mosko discussed the company's release for such top summer product as Bravados," "Sierra Baron," "A tain Smile," "Quick Draw," Hunters," "Harry Black," "V "Smiley Gets a Gun" and "The

The sales executives plan si trips to the field in the future to facilitate over-all planning on f coming releases.

Fox Unveils

(*Continued from page 1*)

this port city made famous by theatre's namesake.

The premiere audience, who tributed £2,000 to Naval Char uttered gasps of amazement as curtains drew back to expose the Todd-AO screen. The Plym citizenry was obviously impresse the potentialities of the new te ques.

Skouras Is Praised

Commentators on hand paid tr to 20th-Fox president Spyros Sk who, in this period of alleged de dency, approved the investmen this new theatre. It is regarde another prime example of the fidence in the industry's future by Skouras, always known this as a "bricks-and-mortar" man.

Schneider Letter

(*Continued from page 1*)

the fiscal year of the company June 28, 1958.

A loss of $1,047,000 is reporte the company's first nine months o erations, compared with a prof $1,504,000 for the comparable p of the preceding year.

'Solid Base' for Future

In a letter to shareholders tran ting the earnings statement, pres A. Schneider stated that, "The duced loss in the most recent qu reflects improvements in our o tions which will continue into fourth quarter, when we expe show an operating profit. . . . B ing operations of the studio closely in line with new conditio our industry has revealed the for special year-end adjustm which are being discussed with auditors, to establish a solid bas the future."

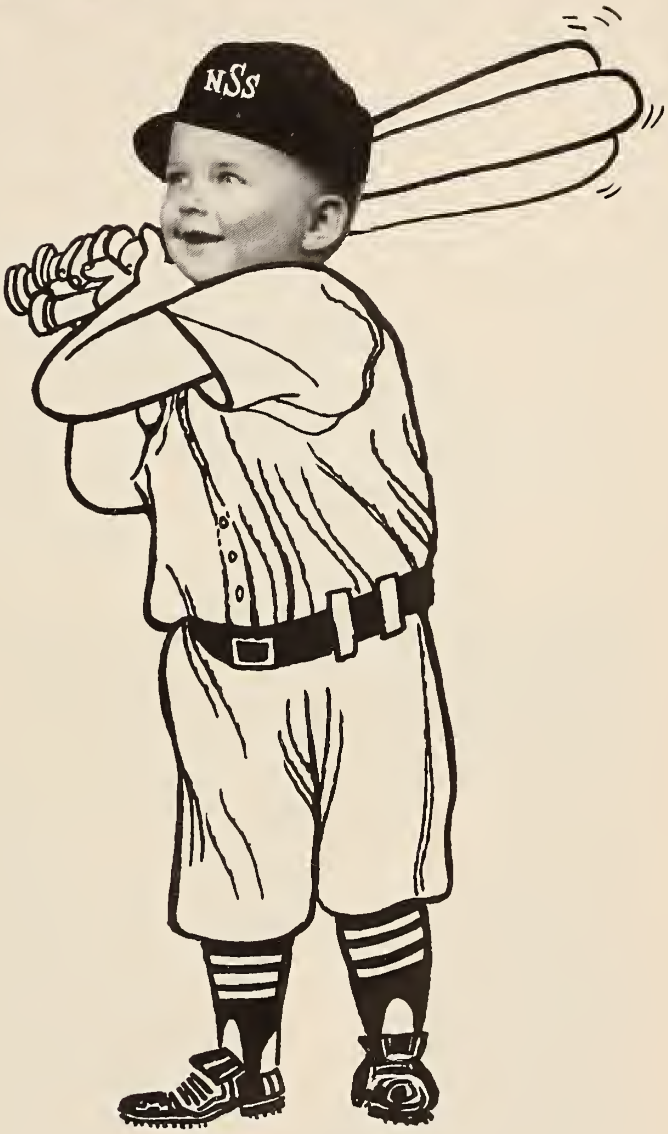
Sign Greene and Rou

Seven Arts Productions has si the independent producing and di ing team of Clarence Greene Russell Rouse to an exclusive t year deal. They will produce 10 tures during the period.

BATTING CHAMP!

Trailers go to bat regularly in every smart manager's line-up because *trailers* lead the league in RBI's (receipts brought in) with a smash .429 batting average!*

No wonder you get the best BB (business building, not baseball) services at prices that are a steal . . . at a cost of pennies each time the Prize Baby gets up and slams a pitch right off your screen!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

**Based on a survey of trailer impact for a group of theatre clients, Sindlinger & Co. states that trailers influence the expenditure of $429 out of every $1,000 taken in at the box office. Trailers also get "top mention" as the most reliable film advertising, according to Opinion Research Corp. of Princeton.*

Ricketson Hits

(*Continued from page 1*)

theatre operation are so pressing "that we cannot wait until September or October" to tackle them.

"By now, after years of shrinking attendance," Ricketson writes, "it should be apparent to industry leaders that slogans, bromidical advertising cliches and the old 'movies are better than ever' routines are not going to recruit many new patrons. Our product has been sampled many, many times. Too often the public has found that they have been over-sold, misled and bamboozled by our advertising, or too frequently the patron finds himself, in his effort to see a picture of exceptional quality which he has missed in a first run crowded into an ill-kept, worn out, stinking, third-rate theatre."

Ricketson pauses long enough on the subject of bad theatre housekeeping to ask if there shouldn't be some standards which, if not lived up to, should disqualify a theatre for licensing quality pictures.

Would Withhold Product

"Is it necessary for a distributor to sell an exhibitor if the exhibitor is running an obsolete theatre? Isn't there some standard of projection, comfortable seating, ventilation and management that should be a requirement before a theatre is eligible for product?" he asks.

Returning to his criticism of exhibitor advertising, he sums it up as "terror, horror, adults only, for the mature, forbidden desire, sultry—they are the tragic word-approaches to which we are now resorting. By our own advertising methods our industry, once proudly boasting 'For the Family,' may be courting extinction," Ricketson declares.

"We have gone too far with the horror and terror formula. We must build again on the promise of happiness.

"I have never believed our problem is one of admission prices. The road back to prosperity for motion picture theatres is consistent quality product plus individual and special patron service."

Similar to Wilby's Views

Ricketson's views on theatre advertising echo those expressed by Robert B. Wilby, former head of Wilby-Kincey Theatres in Georgia, and a director of American Broadcasting-Paramount Theatres, reported in an interview in MOTION PICTURE DAILY on May 23.

Product supply continues to be an exhibition problem, Ricketson contends. "After reviewing the continual shortage of first run product," he writes, "one could ask, 'why cannot 5,000 theatre owners finance their productions and have the exclusive use of their pictures?' "

His reference to "exclusive use" of the pictures was taken to mean the absence of any obligation to sell them to others than those participating in their financing, and especially to TV.

Allied in Move

(*Continued from page 1*)

mitments to be sought from the companies will be ones definite enough to permit exhibitors to state in their advertising that "This film will not be shown on television."

"The competition of feature films shown free on television is one of the most serious and injurious problems which exhibitors have been obliged to face," Adams said. "If we are unable to get some definite commitment from every major company with respect to withholding post-1948 films from television, further incalculable damage will be done to the theatres of this country."

Waldron, Photographer For Movietone, Is Dead

Special to THE DAILY

MIAMI, June 8.—Alfred Waldron, 57, veteran United Press Movietone photographer, who recorded everything from wars to guided missiles in his cameras, died here on Thursday after a long illness. He had been in failing health for the past two years. He is survived by his wife, Winnie, three daughters and a son.

Waldron's long career with Fox Movietone took him around the world to cover coronations, royal weddings, wars, revolutions, hurricanes and other big news events of recent years.

Show Strong Arc in Boston and New Haven

The Strong "Caravan of Light" will demonstrate the Strong Electric Corporation's new "blown arc" for the Boston area on June 10. The demonstration will be conducted at the Medford Twin drive-in, 100 Revere Beach Parkway, at midnight. The Twin has a 120-foot screen.

The following night, at midnight, a demonstration will be conducted for New Haven, Conn., exhibitors and projectionists at the Summit drive-in, Brantford. New York, Philadelphia and Baltimore showings are to follow.

A.A. Signs Sanders

HOLLYWOOD, June 8. — Steve Broidy, president of Allied Artists Pictures Corp., has announced the signing of an agreement with Terry and Denis Sanders to produce "Crime and Punishment, U.S.A.," for the company. The film, to roll on June 16, will be based on Dostoevski's classic, "Crime and Punishment," and will be one of at least seven films to go before the cameras for Allied Artists this summer.

Color Commercials Set

New RCA color commercials for the Perry Como and Eddie Fisher show have been produced at Caravel Film Studio. Also commercials for Theatre Guild's U.S. Steel Show and G. E.'s dramatic program have been completed at Caravel.

Television Today

IN OUR VIEW

THERE is more than a small tempest a-stirring in Washington these days over the so-called Bricker Bill (S.376) which would give the Federal Communications Commission specific authority to regulate television networks directly. The network representatives on the ground, including several ranking executives, in recent appearances before the Senate Interstate and Foreign Commerce Committee, have castigated the measure as hasty and ill-conceived.

•

The contention was made, and with reason, that the present television system works, and that there is no need of additional Government regulation. The ABC representative contended that allocation, not regulation, in major markets of the nation, would take care of whatever monopoly problem would seem, in Department of Justice eyes, to be rising. There is considerable justification for the point that the best evidence in support of the contention that the FCC under present regulations has been able to guard the public interest, is the growth of television to this point.

It is further contended that the measure as it now appears would issue virtually a "blank check" to the FCC where regulation of networks was concerned. "It is not clear," a representative of CBS told the committee, "that any general programming decisions, any business practice, any affiliation determination, or any other activity of a network would have immunity from Federal review and control under the power suggested . . . the legislation . . . appears to accord to the commission indefinite and unlimited power over the networks and their operation."

•

Even FCC chairman John C. Doerfer finds fault with the proposed legislation, declaring it "not explicit enough," among other things. In other words, it would seem abundantly clear at this writing that Senator Bricker's proposed legislation was too hastily written, and probably without a sufficiently clear appreciation of all the problems, of today and tomorrow, involved. In any case, there is a vital need for a long, hard look by Washington law-makers before any such legislation is enacted.

As far as the Justice Department is concerned, Chairman Doerfer says flatly that the department will do nothing with respect to its contention of certain network practices as in violation of the trust laws until the FCC has completed its current study of the Barrow report. Some time in July the FCC is scheduled to take testimony from Roscoe Barrow, dean of the University of Cincinnati Law School, author of the network practices study. It is well, at least, that that much forbearance shall be exercised by the Government authorities ere the whip begins to crack about the ears of the television industry.

It is quite essential that industry continue to voice its insistence on its rights, one of the most important of which is the right to freedom of action within reason, without Government intervention except where the public welfare is specifically involved.

—Charles S. Aaronson

Skelton Signs 5-Year Contract with CBS-TV

Red Skelton has signed a new, five-year exclusive contract with the CBS Television Network, it was announced today by Louis G. Cowan, president of the CBS Television Network.

Skelton, one of America's most popular and beloved comedians, will continue in his Tuesday night series, 9:30-10:00 P.M., EDT, under the same sponsorship, Pet Milk Company and S. C. Johnson & Son, Inc.

On CBS Since 1953

His current Tuesday night television series—"live" from Hollywood—has been a CBS Television Network feature since Sept. 22, 1953.

'Hit Parade' Switches To CBS for 24th Year

"Your Hit Parade," television's famous popular musical program, will switch to the CBS Television Network next fall and will again be sponsored by the American Tobacco Company for Hit Parade Cigarettes.

The series, an institution in America's radio and television homes for the past 23 years, will be presented on Fridays at 7:30-8 P.M., EDT.

Went on Air in 1935

"Your Hit Parade" started on radio in April, 1935, and began its television career in July, 1950.

Agency for the sponsor is B.B.D. & O., Inc., New York.

Lester Bernstein to NBC

Lester Bernstein, associate editor of "Time Magazine," will join NBC on July 14 as director of information, it was announced on Friday by Kenneth W. Bilby, executive vice-president, public relations.

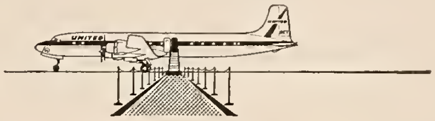
Bernstein, 37, a native of New York, a graduate of Columbia, and a veteran of World War II, was with the "New York Times" drama department prior to his association with "Time."

UNITED AIR LINES®

THAT'S MAINLINER SERVICE, SIR

Whenever a Mainliner® traveler needs a hand, whether he's 5 or 95, there's always someone from United right there to help. Concern for you is a principle as basic with United Air Lines as the Theory of Aerodynamics. This extra care is evident, too, in the fact that there's radar on every plane. Whether you fly First Class or Air Coach . . . get more-for-your-money travel—all the way.

IT COSTS NO MORE FOR EXTRA CARE—
FLY UNITED, THE RADAR LINE



ACTION!
ADVENTURE!
SHOWMANSHIP!

all yours in one big
box-office package
from 20th in July!

20th Century-Fox presents

Sierra Baron

STARRING

BRIAN KEITH · RICK JASON · RITA GAM · MALA POWERS · STEVE BRODIE

PRODUCED BY PLATO A. SKOURAS · DIRECTED BY JAMES B. CLARK · SCREENPLAY BY HOUSTON BRANCH

COLOR BY DE LUXE CINEMASCOPE

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 112 NEW YORK, U.S.A., TUESDAY, JUNE 10, 1958 TEN CENTS

Golden Time

Puts Faith, And Cash, in Heavy Ads

'Attila' Distributor Tells Campaign Success 'Secret'

By JAMES D. IVERS

(Picture on Page 3)

States rights distributors who can specialize on selling a particular picture and follow through on every phase of its advertising, promotion and exploitation, have a golden opportunity in today's market. That is the opinion of Joseph Levine of New England's Embassy Pictures.

Levine has proved his proposition and is proving it now with distribution of "Attila," Italian spectacular in color, which had a box office gross of $662,000 in 27 RKO theatres in the New York area and is on its way to an

(*Continued on page* 3)

Senate Passes Bill for Loans to Small Firms

From THE DAILY Bureau

WASHINGTON, June 9. – The Senate today passed a bill to help small businesses get long-term loans and equity capital.

A similar bill is pending before the House Banking Committee. It would set up a special division in the Small

(*Continued on page* 5)

Killbuck, Ohio, Theatre Installs CinemaScope

Special to THE DAILY

KILLBUCK, Ohio, June 9.–Just as it was generally conceded that CinemaScope equipment had long since been installed in all possible theatres in this area, Carl Duncan, owner of

(*Continued on page* 5)

Television Today Page 5

Para. Lab to Consolidated

Negotiations for the purchase of Paramount's New York film processing laboratory by Consolidated Film Industries, a division of Republic Pictures Corp., have been completed, Herbert J. Yates, Republic president, announced yesterday.

Under a term agreement Consolidated will handle all the black-and-

(*Continued on page* 5)

Urge More Funds for British '2nd' Films

By PETER BURNUP

LONDON, June 9. – The Producers' Association here is urging the Board of Trade to take steps to prevent the producers of "second" features going out of business by authorising increased payments from the British Film Fund, formerly known as the Eady Fund.

BFPA's executive council unanimously reaffirmed its policy that, sub-

(*Continued on page* 5)

QUIGLEY AWARDS JUDGING

Judging for the 24th annual Quigley Awards for Showmanship will take place Wednesday at Toots Shor's Restaurant. This year, for the first time, the judges will be an especially selected panel of exhibitors familiar with the latest approaches to exhibitor selling and public relations problems. The judging panel includes operators of theatres in all parts of the United States. They are:

Leo Brecher, head of Leo Brecher Theatres and an officer of Metropolitan Motion Picture Theatres Association.

Ned E. Depinet, well known exhibitor and former president of RKO Pictures Corp. and RKO Theatres, Inc.

Russell V. Downing, president and managing director of the Radio City Music Hall.

Leopold Friedman, president of Loew's Theatres.

Emanuel Frisch, executive of Randforce Amusement Co. and former president of Metropolitan Motion Picture Theatre Owners Association.

Harry Goldberg, director of advertising and publicity for Stanley Warner Corp.

Edward L. Hyman, vice-president of ABC-Paramount Theatres, Inc.

Walter Reade, Jr., president of Walter Reade Theatres, Inc.

Charles M. Reagan, theatre operator and former vice-president and general sales manager of Loew's, Inc.

Joseph M. Seider, president of Associated Prudential Playhouses.

Gerald J. Shea, president and general manager of Shea Enterprises, Inc., and Jamestown Amusement Co.

George P. Skouras, president of United Artists Theatre Circuit and Magna Theatres Corp.

Out of many hundreds of campaign entries received 60 campaigns from all parts of the world are represented among the contenders who have won quarterly awards during the past year and are eligible for the grand awards. Many of the campaigns emphasize the public relations elements of theatre management as well as the individual selling efforts in behalf of pictures. Winners will be announced as soon as final tabulations of the judges' selections are completed.

Decline Shows Up

See Attendance On Upturn in Great Britain

Top Product Credited In Business Boom

By WILLIAM PAY

LONDON, June 9.–While most exhibitors here remain cautious about the future trend of business at their box-offices, the rate of decline in the level of cinema admissions shows definite signs of slowing up. The latest Board of Trade statistics on the film industry, due for publication shortly, are expected to show that the drop in admissions between the fourth quarter of 1957 and the first quarter of this year was not so sharp as that between the third and fourth quarters last year, when they fell from 235.2 million to 189.5 million.

Primary reason for this improved

(*Continued on page* 2)

English Visitor Makes Comparisons

By FLOYD STONE

(Picture on Page 5)

Robert Parker, who manages a theatre in Exeter, England, for Associated British Cinemas and is here because he's their Champion Manager, has seen, so far, Radio City, St. Patrick's, the United Nations, quite a parcel of Broadway shows; and, because he is also curious about our small town life, Greenwich Village.

What he wants to see now, he says with candor, are some of the night

(*Continued on page* 5)

'Bravados' Bow Will Benefit Urban League

The National Urban League will sponsor a benefit world premiere of 20th Century-Fox's "The Bravados," June 25, at the Paramount Theatre here, it was jointly announced by Spyros P. Skouras, president of the film company, and Theodore W.

(*Continued on page* 5)

PERSONAL MENTION

HARRY M. KALMINE, vice-president and general manager of Stanley Warner Theatres, and BERNARD G. KRANZE, vice-president of Stanley Warner Cinerama, returned to New York yesterday from Los Angeles.

•

WILLIAM F. KELLY, president of the Motion Picture Research Council, will leave Hollywood today for Harrowgate, England, to attend the triennial conference of the International Standards Organization.

•

ROBERT S. TAPLINGER, head of Robert S. Taplinger Associates, has returned to New York from Europe.

•

MILTON R. RACKMIL, president of Universal Pictures, has left New York for London and Paris.

•

MARCELLO GIROSI, producer, arrived in New York on Sunday from Hollywood.

•

RISHIE D. PURIE, film executive of India, has arrived in New York from Madras.

•

BUD GROSSMAN, television writer, has left New York for London via B.O.A.C.

•

HAROLD ROBBINS, novelist and producer, has returned to Hollywood from New York.

•

JOE SARFATY, sales manager in the Warner Brothers exchange in Los Angeles, will receive an LLB this week from Loyola University, and will take his California bar examinations in September.

•

MRS. ROBERT KINSEY, of the Lathrop, Alaska, theatre circuit, has left there for the Orient.

•

M. B. HORWITZ, head of the Washington Circuit, Cleveland, has returned there with MRS. HORWITZ from Miami Beach to attend the graduation from Western Reserve University of JANET HORWITZ, wife of their son, Lewis.

•

JOEL LEWIS, manager of the Five West Theatre, Baltimore, will be married to BARBARA MEYERWITZ.

Directors, Producers Continue to Negotiate

From THE DAILY Bureau

HOLLYWOOD, June 9. – The Screen Directors Guild and film producers have not yet reached agreement on terms of a collective bargaining contract. "There are many issues still to be resolved, several of them major issues. We are continuing to negotiate on those issues," it was announced in a joint statement issued at the weekend by George Sidney, president of Screen Directors Guild of America, Charles S. Boren, Association of Motion Picture Producers vice-president in charge of industrial relations, and Deane F. Johnson, counsel for Alliance of Television Film Producers:

"We are meeting the problems of our negotiations amicably and objectively, with the result that much progress has been made. We have strong hope that soon all the problems will be resolved and a contract signed," the announcement stated further.

Arizona Popcorn Tax Cut Down to 1%

Special to THE DAILY

PHOENIX, Ariz., June 9. – The State Tax Commission of Arizona has ruled that certain items sold at theatre concession stands, including popcorn, will in future come under the "restaurant" classification and will be taxed at only 1 per cent instead of 2, as previously. The ruling was campaigned for by the Arizona Theatre Association, newly formed exhibitor group headed by George M. Aurelius of Phoenix and Paramount Theatres.

This group was also instrumental in securing passage by the Arizona legislature of a bill to discontinue "double taxation" in licenses. In the past theatres situated in the city limits have been required to purchase both city and county licenses. Hereafter only the license applicable will be necessary and never both.

Mobile Unit to Promote 'Island' in New England

Columbia Pictures today launches a special mobile display on a two-week tour of New England cities in connection with the 225-theatre saturation of "The Camp on Blood Island" beginning in the territory on June 18. The truck-borne display, which will have action and sound, will be accompanied by a field exploiteer who will visit editors and television and radio stations while the outfit is in each of the 19 cities on the itinerary.

In each situation, the display will be in town either prior to opening day or on the first day of the engagement of the Hammer film, which will be double-billed with "The Snorkel."

Opinions on 'Key' Wired to Trade Papers

Columbia's all-out campaign for "The Key" extends to every trick in the book of showmanship. In the way of generating enthusiasm, the company's branch managers turned reporters at the exhibitor trade showings in key cities Thursday and Friday. Results of their interviews with top circuit executives and bookers were wired to the trade papers, quoting literally hundreds of opinions on the picture, ranging from great to ecstatic.

Film Council Hears Report on Music

Special to THE DAILY

MILWAUKEE, June 9. – The use of music in making motion pictures and the tie-ins that record companies make with retail stores in promoting albums recorded from films were discussed by Edward Hoffman of the RCA Victor Recording Co. at the annual spring meeting of the Better Films Council of Milwaukee.

In reporting on the children's movie committee, Mrs. Frank Zeidler, chairman, suggested more council members get to know their neighborhood theatre manager and cooperate with him. "The manager won't come to you, you must go to him," she said.

Estelle Steinbach Honored

At the luncheon which followed, Miss Estelle Steinbach, manager of the Fox-Strand Theatre, was given an award for the showing of "Around the World in 80 Days" for 49 weeks.

New officers installed were: Mrs. Irvin J. Haus, president; Mrs. S. V. Abramson, vice-president; Mrs. Loreck, recording secretary; Mrs. Roy J. More, corresponding secretary, and Mrs. Fred Kaplan, treasurer.

D.C. Exhibitors Set Annual Outing July 10

From THE DAILY Bureau

WASHINGTON, June 9. – Members of the Motion Picture Theatre Operators of Metropolitan D. C., will hold their annual outing July 10 at the country estate of A. Julian Brylawski, president of the local organization.

The date for the outing was selected at a special luncheon meeting here last week at which the exhibitors heard the radio spot record for the business-building campaign and a speech by Al Floersheimer of Theatre Owners of America on the program, after which they indicated endorsement of the campaign. The group also voted again to support the Will Rogers Hospital activities of the Variety Club.

See Attendance

(*Continued from page* 1)

business has undoubtedly been the recent run of top box-office pictures headed by Columbia's "The Bridge on the River Kwai." Boom business is reported in many situations throughout the country.

Another factor, however, is the public's "cooling-off" attitude towards television. Despite the number of TV licenses still increasing at the rate of nearly 100,000 a month, there are signs that the public is becoming more selective. The novelty of the home screen is wearing off and the basic principle of entertainment is once again applying—the drawing power of the good cinema show over the TV screen. The cinema industry is, in fact, finding its new level on the competition for a share of Mr. Public's entertainment budget.

Robert Donat Dies; Was Making Comeback

From THE DAILY Bureau

LONDON, June 9. – Actor Robert Donat died today at London Hospital at the age of 53. Inactive in recent years he had been making a comeback in 20th Century-Fox's "Inn of the Sixth Happiness," when he collapsed on the set at Elstree Studio last month. He had been afflicted with asthma attacks for 20 years.

Donat appeared in many British and American films throughout his screen career, which began in 1933, following some 12 years on the English stage. He won an Academy Award in 1939 for his work in "Goodbye, Mr. Chips." Among his other pictures were "The Private Life of Henry VIII," "Count of Monte Cristo," "39 Steps," "The Citadel" and "The Winslow Boy."

More 'Kings' Previews

Simultaneous special women's previews of "Kings Go Forth" will be held at six Loew's theatres in Manhattan, Brooklyn, Queens, Westchester, Newark and in Harlem Thursday morning, June 19. Admission to the United Artists release is by invitations which are being issued by Martha Deane, WOR radio commentator.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"NO TIME FOR SERGEANTS"
Starring
ANDY GRIFFITH
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

Milwaukee Group Hits Salacious' Film Ads

Special to THE DAILY

MILWAUKEE, June 9. – The use f "salacious" advertising in newspapers to promote motion pictures has been protested by the Greater Milwaukee Lutheran Parent Teacher League in a letter sent to the "Milwaukee Journal" and "Sentinel" with opies going to the mayor and Better Business Bureau.

The letter said in part: "We hereby protest the growing trend of salacious, uggestive, obscene and lewd advertising of motion pictures. This kind of dvertising is unworthy of your newspaper because your news columns nd editorials reflect a high regard or the citizens of our community. This protest is registered because we do have a choice when we refuse to patronize a movie that we feel objectionable; but this advertising is brought into our homes for young and old to read via our daily newspaper."

World-Wide Network to Promote 'Vikings' Bow

The two-theatre world premiere of Kirk Douglas' "The Vikings" at the adjoining Astor and Victoria on Wednesday will be carried by a network of radio and television stations in 22 countries on four continents.

U.S. coverage will be highlighted by the Dave Garroway Today (NBC-TV) show, which will shoot the proceedings on film Wednesday for national telecasting on Thursday morning when Douglas, also star of the United Artists release, will make a special appearance. The international angle will be handled by the Armed Forces Radio and Television Services and the Voice of America.

Resumes Pike Control

HARTFORD, June 9. – Robert J. Gloth has resumed control of the Pike Theatre Corporation, which operates the 700-car capacity Pike Drive-In, Newington, Conn. Gloth becomes president and treasurer, with Phil Simon relinquishing his interest. Paul W. Amadeo continues as general manager.

Taplinger in UK, France

Robert S. Taplinger Associates has announced the opening of public relations offices in London and Paris to represent clients in the U.S. which have overseas interests, as well as to service its new European accounts.

M. P. DAILY picture

Joseph Levine and his associates, George Waldman, Budd Rogers, and Seymour Poe, at yesterday's luncheon conversation.

Levine Puts Faith in Ads

(*Continued from page 1*)

estimated $1,000,000 gross for the territory.

Outlining his methods at a luncheon for the press yesterday, Levine said, "There's no secret about success. It's just hard work, attention to detail and, once you've decided on a campaign, going the whole way." Before "Attila" was launched–it brought him $3,012 in film rental from the Paramount Fenway in its opening week–he spent eight months in planning the advertising campaign in every detail.

Some Work Done in England

The picture, a Lux Film, Ponti-de-Laurentiis production, was dubbed in English in England and some advertising material was prepared there for it. Levine, however, scrapped this, along with the main title "because it made the picture look too foreign," prepared a new main title and made eight new trailers for both theatres and television at a cost of $42,000. Total advertising costs, including the trailers, basic art work and other material was $75,000 before the picture was launched. This figure will grow to $400,000 before the picture is played out, Levine estimates.

The stocky, dynamic showman believes in heavy television and newspaper advertising on a saturation campaign, but he adds a corollary, "Don't stint. Don't think you can save a little by not buying prime time on television, or by cutting a full page newspaper ad to half a page."

He believes his methods can be applied to a great many pictures today, some of which now die because they've never been given enough push.

Lauded by Budd Rogers

Budd Rogers who represents him in deals with producers, introduced Levine as "one motion picture man who is not crying the blues. All he's crying for is more real product he can get his teeth in to." He recalled how Levine, originally a New England exhibitor, attracted national attention when he launched Selznick's "Duel in the Sun" on a reissue career which eventually brought in a gross of $1,500,000, and went on from there to do huge box-office business with "Godzilla" and "Walk into Hell."

Guests also were George Waldman, New York area distributor for "Attila," and Seymour Poe, representing Lux Film.

Lesser to Sunset Lot

HOLLYWOOD, June 9. – Sol Lesser Productions will move this week from the Desilu Culver City headquarters to the Paramount Sunset Studios and will start immediately on a program of six films to be made during the next 12 months, it has been announced by Sy Weintraub, president, and James Schulke, general manager, of the Paramount Sunset Corp.

Preminger Readies Film

HOLLYWOOD, June 9.–Producer-director Otto Preminger and screenwriter A. E. Hotchner arrived here today from a location and talent scouting trip through the Far East in preparation for the filming of Pierre Boulle's new novel, "Les Voies du Salut." The American version of the book, to be published here by Vanguard Press, will bear the title of "The Other Side of the Coin."

PEOPLE

Lou Brown, advertising-publicity director of Loew's Poli-New England Theatres, has been elected president of the New Haven Advertising Club.

□

Robert A. Cinader has been named vice-president of Hal Roach Studios in charge of program development, production and sales, it has been announced by **Hal Roach, Jr.,** studio president and executive producer.

□

Thomas French Gallagher, son of **E. French Gallagher,** manager of Frisina Theatres, Springfield, Ill., will enter U. S. Military Academy at West Point on July 3.

□

J. E. Martin, owner of the Grand Theatre and the Gem Drive-in Theatre of Montezuma, Ga., reports 250 pounds of fish caught during the annual deep sea fishing trip held for his employees.

□

A. H. Baebler, formerly sales representative for Alexander Film Co., Colorado Springs, Colo., has been named resident vice-president of the firm in St. Louis. He will maintain offices at Normandy, Mo.

□

Leonard Young, formerly assistant to **George E. Landers,** Hartford division manager of E. M. Loew's Theatres, has been named entertainment director of the Seville and Sea Isle hotels, Miami Beach.

□

Lewis E. Ciannelli has been named assistant to **Carlo Ponti** and **Marcello Girosi,** producers at the Paramount studio.

□

Jean DuBarry has been shifted by Stanley Warner Theatres from managership of the Warner Theatre, Bridgeport, Conn., to a similar post at the Capitol Theatre, Springfield, Mass., succeeding **Harold L. Cummings,** who has left the circuit. At the same time, S-W has appointed **John E. Petroski,** manager of the Garde Theatre, New London, Conn., as manager of the Palace Theatre, Norwich, Conn., replacing **Frank E. O'Neill,** resigned.

□

Jose Ferrer on Sunday was presented an honorary degree of Doctor of Fine Arts at Bradley University, Peoria, Ill.

THE GEVAERT CO.
OF AMERICA, INC.

Quality photographic materials since 1894

GEVAERT
321 West 54th Street
New York 19
New York

GEVAERT
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Lincolnwood, Ill.
(Chicago)

GEVAERT
6370 Santa Monica Blvd
Los Angeles 38
California

GEVAERT
9109 Sovereign Row
Dallas
Texas

GEVAERT
(CANADA) LIMITED
345 Adelaide St. West
Toronto 2-B
Ontario

Professional
MOTION
PICTURE
FILMS
release positive

Major Realignments Of MCA Executives

Major realignment of the executive staffs of the MCA companies was announced here yesterday by Jules C. Stein, founder and chairman of the board. He said the changes were made because of expansion of international operations.

Lew R. Wasserman becomes executive chairman and chief executive officer of the companies.

Lawrence R. Barnett was elected president of Music Corporation of America. Maurice B. Lipsey was elected president of Management Corporation of America. Herbert I. Rosenthal was elected president of MCA Artists, Ltd. Taft B. Schreiber was elected president of Revue Productions, Inc., and David A. Werblin was elected president of MCA TV, Ltd.

Miller to Executive Committees

Charles Miller was appointed to the executive committees. Karl Kramer was named honorary chairman of Revue Productions, Inc., and the following senior vice-presidents were elected: Dave Baumgarten to Music Corporation of America; George Chasin to MCA Artists, Ltd.; Alan J. Miller to Revue Productions, Inc.; Michael J. Rockford to MCA TV, Ltd.; and Morris M. Schrier to Management Corporation of America.

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Showdown at Boot Hill

Regal—20th-Fox—Regalscope

HOLLYWOOD, June 9

A bounty-seeking deputy marshal rides into Mound City, tracks down his man, but finds the townspeople unwilling to confirm the identity of the wanted killer until after he is forced to kill him in a gun duel.

This effective opening sustains interest throughout, while the marshal tries to break through the contrite townspeople's resentment of his killing an alleged good friend and free-spending host.

Gene Fowler, Jr.'s direction is charged with suspense and excellent camera movement; and the performances drawn from a capable cast headed by the forceful, new dynamic personality of Charles Bronson, who plays the gun-slinging marshal, puts this modest budget western in the well above average class.

John Carradine is especially good in the role of barber-doctor-undertaker, providing comedy relief for the Louis Vittes script.

Produced by Harold E. Knox, with an impressive musical background by Albert Harris, the film finds an exciting conclusion which thaws the townspeople after a showdown with the killer's brother at his funeral; and the love of two lonely people, Bronson and Carole Mathew's daughter, Fintan Meyler, is realized.

Running time, 71 minutes. General classification. Release, in June.

SAMUEL D. BERNS

Blue Murder at St. Trinian's

Lion International—Continental

British cartoonist Ronald Searle's projection of public school life, as it probably has never been lived, goes onward and upward with hilarious abandon in "Blue Murder at St. Trinian's," a sequel to—but perhaps even funnier than—"The Belles of St. Trinian's," released this side in 1955. It's wacky British comedy in the best tradition, guaranteed to delight large numbers of art house audiences.

St. Trinian's, of course, is a girl's boarding school where normal behavior is always the reverse of that which is accepted by the world outside. The students come in two sizes, little gnome-like creatures in oversized smocks and matted pigtails, and big, immaculately groomed British beauties who seem always to wear tight shorts and sweaters no matter what the occasion. Though they seldom attend classes, their talents are many. They can make book, distill whisky and, having seen "Rififi," they can even crack a safe in the Education Ministry's offices to obtain necessary exam papers.

Heading the cast are two of the stalwarts of the first "St. Trinian's" film Joyce Grenfell, as a crazy, mixed-up policewoman assigned to find a diamond thief hiding out in the school, and George Cole, as "Flash Harry," a jaunty "spiv" who acts as the girls' agent in their various business ventures. Missing, except for brief appearances in the opening and closing sequences, is Alastair Sim as St. Trinian's headmistress. A placard in the school entrance hall notes that the headmistress was "taken tragically from us in the middle of the term." She's in jail.

The plot this time round has to do with the machinations of the girls to get to Rome to see a wealthy nobleman who plans to marry one of their senior class. To do this, the girls enter a UNESCO contest, the prize of which is a European tour which, of course, they win by cheating. They also need a headmistress and blackmail the hiding diamond thief into masquerading as the school head. Eventually the girls win all their goals, but not without threatening the future of even the United Nations.

Prominent in the cast, besides Miss Grenfell and Cole, are Terry-Thomas, as a retired Army major, who undertakes to lead the girls to Rome in two broken down buses, known as the Dreadnaught Tractio Co.; Lionel Jeffries, as the diamon thief, and Terry Scott, as Miss Gren fell's suitor. All are fine. Frank Laun der and Sidney Gilliat produced an Launder directed the screenpla which he wrote in collaboration wit Gilliat and Val Valentine. It's a Lio International Film, distributed b Continental Distributing, Inc.

Running time, 86 minutes. Genera classification. May release.

VINCENT CANB

War of the Satellites

Corman—Allied Artists

GROTON, Conn., June

Roger Corman, fast looming as on of the U.S. film industry's most prom ising younger producers, is responsi ble for this compact, dramaticall compelling treatment aimed primaril for the action market, at the momen clamoring for space-age stories. Som of the faces and names herein ma be readily recognizable by those action aficionados who've viewed pas Corman productions.

Jack Rabin and Irving Block credited with the original story garner additional status as co-producers, working with producer-directo Corman. The shooting screenplay is by Lawrence Louis Goldman an best known principals are Dick Miller and Susan Cabot.

The time is now, the setting Eart and its outer, uncharted regions. Scientist Richard Devon urges the United Nations to proceed with a comprehensive, large-scale space exploration project despite warning by space elements that such activity will be doomed from the start. Killed in an automobile accident, Devon is dispatched back to earthling stature by outer space, latter guiding him via remote control. The fadeout finds earth still ahead in the all-out to control the galaxy as it is known. The aforementioned Miller and Miss Cabot are seen as Devon's aides.

Special effects are handled professionally by Rabin, Block and Louis Dewitt.

Running time, 66 minutes. General classification. Release, current.

A.M.W.

J. T. Kirwan Dies

BALTIMORE, June 9.—Funeral services were held here for John Theodore Kirwan, manager of the Century Theatre, and previously at the New. His widow survives.

CHICAGO 1327 So. Wabash

NEW YORK 630 Ninth Avenue

WHEN QUALITY AND SERVICE IS A MUST get your SPECIAL TRAILERS From Good Old Dependable FILMACK

Consolidated

(*Continued from page* 1)

vhite film processing of Paramount's heatrical and television productions, ooth at the East Coast and in Hollyvood.

With the acquisition of the Paranount plant, Consolidated will have our laboratories in operation. The others are located here, at Fort Lee, N.J., and in Hollywood.

In Operation Since 1927

The Paramount plant, which is on West 43rd Street, has been in operaion since 1927 handling Paramount's 35mm and 16mm theatrical black-andvhite processing.

Urge More Funds

(*Continued from page* 1)

ject to safeguards, payments out of the fund be made at a greater percentage than that which is commonly applied.

The association's president, Arthur Watkins, told newsmen that the majority of "second" features are booked on a flat rate and that his members were concerned for the plight of such producers. He felt that it would be "undesirable in every way" for them to disappear completely. The association realised, Watkins said, that some would definitely go out of business if payments from the fund were not increased. The proposed change might cause more "second" features to be made.

'School for Actors'

He claimed that "second" features provided a school for actors and technicians and that research had shown that the great mass of filmgoers still liked a double feature programme.

'N.O. After Dark' To Bow at Benefit

Special to THE DAILY

NEW ORLEANS, June 9.—"New Orleans After Dark," which was filmed here with the use of many local police personnel, will have its world premiere on June 17 at the Tudor Theatre as a benefit for two police fraternal organizations. Sharing in the proceeds will be the Police Benevolent Association and the Crescent City Lodge No. Two, fraternal order of the police and the lodge auxiliary.

On the following day the film will begin its regular run at the theatre. Arrangements for the premiere were made by Carl J. Mabry, president, MPA, producers of the picture; Henry Glover, branch manager of Allied Artists, which will distribute it; John J. Richards, president of Richards Theatre Corp., operators of the Tudor; and P. A. Dayries, superintendent of New Orleans police.

Lloyd Hughes Dead

HOLLYWOOD, June 9. — Lloyd Hughes, 60, star of silent and early talking pictures died unexpectedly Friday. His widow, ex-actress Gloria Hope, a son and daughter survive.

M. P. DAILY picture
Robert Parker

U. K. Visitor

(*Continued from page* 1)

clubs. All in the interests of comparative showmanship: everything here he's comparing with London.

He's here till the 16th, a guest of Stanley Warner, under a cross-host, cross-the-seas arrangement: ABC does the same for their winner. Stanley Warner took him two days touring Washington, and thereabouts; he was most impressed not by a drive-in, but by a shopping center—"a most amazing thing."

Stresses Public Relations

He's 47, with ABC 16 years, the past three managing the Savoy. He won for publicity, salesmanship, staff relations, administration, good housekeeping, public relations; and of all these, he opined, the most important is public relations. His patrons are his friends.

'Bravados' Bow

(*Continued from page* 1)

Kheel, president of the Urban League. Proceeds from the event will be utilized by the League to further its program of promoting inter-racial understanding and cooperation.

The opening will be attended by Stars of motion pictures, stage and television, in addition to Gregory Peck and Joan Collins, stars of the picture.

Senate Passes Bill

(*Continued from page* 1)

Business Administration with $250,000,000 to make loans to small business investment associations and state and local development corporations. These groups would, in turn, make long-term loans and investments in small business firms.

James M. Barnes, 59

WASHINGTON, June 9. — James M. Barnes, whose law firm of Barnes and Hill for some years represented the Society of Independent Motion Picture Producers here, died of a liver ailment. Barnes, a former Democratic Congressman from Illinois and an administrative assistant to President Roosevelt in the mid-forties, was 59.

Television Today

National Board Sets Up Chicago Viewing Unit

Special to THE DAILY

CHICAGO, June 9.—The National Audience Board has set up a previewing committee for its Chicago chapter, Peter Goelet, president of the organization devoted to helping raise standards in television, has announced. Previewing boards already are functioning in New York, Los Angeles and San Francisco.

Previews Start This Week

Mrs. Joseph Hector, Illinois State chairman for radio and television of the Federation of Women's Clubs and also state chairman of the National Audience Board, will now chairman Chicago previewing group. Starting this week, she will inaugurate special previews of television programs for leaders identified with 46 organizations.

FPA, IATSE Sign New Videotape Agreement

The Film Producers Association of New York and the International Alliance of Theatrical Stage Employes signed a videotape jurisdiction agreement at the weekend after a month of negotiations.

FPA's labor committee head, Walter Lowendahl, signed on behalf of the Association's 35 producer members, while Walter F. Diehl, assistant president of the International, signed for IATSE. The contract, which is effective as of May 29 and runs through Dec. 31, 1960, was ratified by FPA members at their meeting last week. It will also be signed individually by them subsequently.

LaBrea Prod. Buys Out McGowan Interest

The purchase of McGowan Productions, Inc.'s interest in LaBrea Productions by the latter's management has been announced jointly by the two Hollywood producing firms.

LaBrea Productions will soon move to new quarters. Its president, O. Gail Papineau, and its secretary-treasurer, James E. Baumeister, will announce their plans for operation as an independent company within the next month.

Killbuck Theatre

(*Continued from page* 1)

the 350-seat Duncan, only film house in this town of under 800 population, has contracted with local National Theatre Supply branch manager Bud Mutchler for "the works," including Bausch & Lomb lenses and a Walker wide screen.

Mutchler said it is two years since he sold a CinemaScope installation to a drive-in and still longer since he sold an indoor theatre installation.

Ackerman Named Head Of Nat'l. TV Academy

The election of Harry Ackerman as president of the National Academy of Television Arts and Sciences, was announced here yesterday. Ackerman, who is vice-president of Screen Gems in charge of production, will begin a one-year term of office on July 1.

Ed Sullivan, retiring president of the Academy, also announced the election of Robert F. Lewine as first vice-president, Sheldon Leonard as second vice-president, Walter Cronkite as secretary, and Loren Ryder, treasurer.

Head Coast and Local Chapters

Ackerman and Lewine, who is vice-president of NBC, television network programs, are presidents of the Los Angeles and New York Chapters of the Academy, respectively. Leonard is the producer of the Danny Thomas Show, Cronkite is a news analyst and host of "Twentieth Century," and Ryder the head of his own sound studios organization.

Educational Station's Auction Raises $31,500

Special to THE DAILY

SAN FRANCISCO, June 9. — KQED's fourth annual fund raising auction came to a five-day successful conclusion in the wee hours of this Sabbath morning. The total take was $31,500. Auctioneers for the community-sponsored educational station's telethon were recruited from the ranks of civic and business leaders and KQED staffers.

In previous years, local and some national TV personalities took part, but AFTRA clearance problems made KQED decide to keep this year's affair strictly amateur.

Ford Renews Contract For 'The Ford Show'

The Ford Division of the Ford Motor Company has renewed its sponsorship of the NBC-TV Network's "The Ford Show," starring Tennessee Ernie Ford, for the 1958-59 season. The 52-week renewal order, effective Oct. 2, marks the third consecutive season the advertiser has sponsored the program (telecast Thursdays, 9:30-10 P.M., EDT). J. Walter Thompson is the agency.

Meyer, Mazur Elected New NBC Directors

Election of two new members to the board of directors of the National Broadcasting Company was announced by Robert W. Sarnoff, president of NBC. The new directors are: Andre Meyer, senior partner of Lazard Freres & Company, and Paul M. Mazur, partner in Lehman Brothers.

THE NEW AND GREATEST FRANKENSTEIN MONSTERPIECE

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IN SUPERNATURAL TECHNICOLOR®!

From the makers of THE CURSE
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Movie Horrorthon kicked off by midnight openings! News-making stunts! Contests! Ballyhoo gimmicks for deep public penetration!

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BY A SCREAMFEST OF RADIO ANNOUNCEMENTS!

PRE-SOLD
BY A TRAILER TERRORAMA! TV saturation trailers! Special theatre trailer! Sensational teasers!

PRE-SOLD
BY TERROR-TOPPING ADS, POSTERS, ACCESSORIES!

For Special Summer Business–**BOOK IT NOW from Columbia**

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 113 NEW YORK, U.S.A., WEDNESDAY, JUNE 11, 1958 TEN CENTS

George Skouras

Sees Industry Entering New 'Golden Age'

Reports on Engagements For 'Pacific' Abroad

By RICHARD GERTNER

The motion picture industry is on he verge of a new "golden age" in which it will enjoy greater success han it has ever iad before, according to George P. Skouras, president of Magna Theatre Corp. He characterized himself as a "born optimist" about the industry's future during a press conference here yesterday at which ie reported on a six-week business

George Skouras

(*Continued on page* 2)

Senate Vote Thursday On Corporate Tax Bill

From THE DAILY Bureau

WASHINGTON, June 10.—The Senate Finance Committee decided to neet in executive session Thursday to ake testimony and vote on a House-passed bill to continue present corporate and excise tax rates.

By a 9 to 2 vote, the committee ejected a motion by Senator Douglas D., Ill.) to hold three days of hearings on general tax reduction proposals. This apparently foreshadowed a letermination by the majority of the committee to report the tax rate extension bill without amendments.

Television Today

Page 6

Fox Sets 7 in U.K. for 1959

By WILLIAM PAY

LONDON, June 10.—20th Century-Fox plans to make seven pictures in Great Britain in 1959 in addition to the five scheduled between now and at the end of this year, Buddy Adler, vice-president in charge of production, said here today. Adler is in this country for talks with Bob Goldstein,

(*Continued on page* 2)

Judge 60 Campaigns for Quigley Awards Today

About 60 outstanding exploitation campaigns, winnowed from the hundreds received during the year by the Managers' Round Table of *Motion Picture Herald*, will be judged by a panel of leading exhibitors this afternoon for the Quigley Grand Awards.

Many of the campaigns emphasize the public relations element of theatre

(*Continued on page* 6)

N. Y. Variety to Honor International Officers

Variety Club of New York, Tent No. 35, will pay tribute to the international officers of Variety Club at a special membership luncheon next Tuesday, June 17, at Toots Shors Res-

(*Continued on page* 3)

Stockholders Hear Good News

UA's Gross Revenue, Profits Continue Up

Report for First 1958 Quarter Shows Net Earnings $636,000 -- Up 11.7%

By JAMES D. IVERS

(Picture on Page 3)

United Artists' growth in both gross revenue and profits of the last seven years is continuing this year, Robert S. Benjamin, chairman of the board, happily reported to stockholders at the company's second annual stockholder meeting yesterday.

The meeting, at which 83.2 per cent of the outstanding stock was represented in person or by proxy, was held at the Rivoli theatre. Stockholders almost unanimously reelected the directors of the company and approved, by a vote of 851,451 to 8,591 a restricted stock option plan which the board had proposed for key employees.

Calling the meeting to order shortly after 10:30, Benjamin referred to the annual report, published some weeks ago, which showed a healthy increase for 1957 over 1956, and then reported that the net earnings for the

(*Continued on page* 3)

Big Pictures Much Bigger, Krim Says

Supporting the new industry epigram that the good ones are very, very good, while the bad ones are terrible, Arthur B. Krim, president of United Artists, yesterday told stockholders that in the last two years two pictures have grossed more than $30,000,000, while in the whole previous history of the industry only one had reached this mark.

One of the two was "Around the World in 80 Days." Further, he said, in the last three years six pictures have grossed in excess of $15,000,000

(*Continued on page* 3)

REVIEW:

The Key

Foreman—Columbia—CinemaScope

THE COMPANY AND the star whose resources—tangible and intangible—helped make "The Bridge on The River Kwai" one of the all-time great films in motion picture history, have combined again to make a picture of true stature. The talents of Columbia Pictures and William Holden this time out are joined with those of producer-writer Carl Foreman and director Sir Carol Reed. "The Key," the result of this collaboration, is a magnificent modern sea saga at the heart of which is a strange and haunting love story.

Co-starring with Holden, and contributing her most impressive performance to date, is Sophia Loren. In an extremely difficult role, she acts with a warmth and appeal which are essential to the final success of the emotionally complex tale. Not surprisingly another noteworthy performance is that of British star Trevor Howard. They all are fine.

Based on the novel "Stella" by Jan De Hartog, "The Key" is out-

(*Continued on page* 6)

Reopen WB, Memphis; Follows Albany Move

Special to THE DAILY

MEMPHIS, June 10. — Warner Brothers will reopen its Memphis exchange a week from today. The exchange was closed May 1. Joe S. Young, former branch manager, who was kept on in Memphis as a salesman, will be transferred to Des Moines. Jeff Williams, transferred to

(*Continued on page* 2)

Col. Int'l. Announces Changes in Personnel

Several changes in executive personnel for Columbia Pictures International in Latin America, Australasia and Japan were announced yesterday by Lacy W. Kastner, president.

Joseph E. McConville, who has been assistant supervisor of Latin America for a number of years, has

(*Continued on page* 6)

PERSONAL MENTION

JACK WHITTLE, president of Allied Motion Picture Theatre Owners of Maryland, and former exhibitor in Baltimore, has left there for Sacramento and other cities of the West Coast.

•

Charles Rosenblatt, vice-president of International Film Distributors, will leave here tomorrow for Central and South America.

•

Melvin Heymann, of the M-G-M home office publicity staff, has become a grandfather with the birth of a daughter, Meryl Beth, to Dr. and Mrs. Harris Lovice of Baltimore.

•

Irving Sochin, general sales manager for Rank Film Distributors of America, left here yesterday for Syracuse and Rochester.

•

Nancy Lee Watkins, daughter of Claude W. Watkins, chief projectionist for many years at the Stanley Warner Strand Theatre, Albany, N. Y., was married on Saturday to George Warren Moore.

•

Joseph Green, head of President Films, returned to New York yesterday from Rome and Cannes.

Loans to Producers In U.K. $6,863,718

By PETER BURNUP

LONDON, June 10. – Approved loans to producers by the National Finance Corporation in the year ended March 31, 1958, amounted to £2,451,328 ($6,863,718), the greatest since the creation of the corporation with the exception of the period when £3,000,000 was advanced to the old British Lion Corporation.

Repayments during the year amounted to £979,244 ($2,741,883) compared with £1,017,325 ($2,848,510) in the previous year.

TV Producers Aided

For the first time advances were made to aid the production of television films. Two series designed for the world market – "White Hunter" and "Ivanhoe"—benefited by advances totalling £329,000 ($921,200). Of this £92,374 ($258,647) was repaid during the year.

The report states that present indications are that films assisted by the corporation and released in 1957 will show an aggregate loss owing to the steep drop in box office revenue during the year.

Sees 'Golden Age' for Industry

(Continued from page 1)

trip to Europe to arrange bookings for "South Pacific" in Todd-AO there.

Quality product, using outstanding plays and books as source material, will be the key factor in this resurgence of theatre business, Skouras said. He also feels that films must be made with the family audience in mind. "Anyone who ignores these two elements might as well retire from the business," he said.

A firm believer in the "blockbuster," Skouras emphasized in several ways the need for a strong story and the importance of the latter over all other considerations, including that of the stars selected for the film. Actors should be chosen for their roles on the basis of how well they can play them, he said, adding that the day when a "star" personality can sell a picture on his or her draw alone is over. He cited recent films which, he said, were failures because they were made on this theory.

Stresses Literary Sources

Pictures to be produced by Magna in the future will all be derived from successful books or plays, Skouras said, because the history of the business shows conclusively these have been the top grossers. The company is now negotiating with two producers to make fims in the Todd-AO process, but he said he could not identify them at this time. The only license in effect at present is that Samuel Goldwyn has for "Porgy and Bess."

While Magna intends at present to produce solely road-show product there could be a "change of mind," Skouras indicated.

In reporting on the status of "South Pacific," Skouras said it has grossed $2,297,340 in 23 domestic engagements to date. By October 1 this year it is anticipated the film will be playing in 110 cities—60 in the U.S., Canada and England and 50 elsewhere abroad.

In the great majority of its current engagements the film is playing to within 90 per cent of capacity at all performances, according to the Magna president. It has done less well in only two or three places, including Dallas and St. Louis, he added.

Tells of Plans for Europe

On his trip abroad Skouras and his assistant, Albert Leonard, made arrangements for presenting "South Pacific" all over Europe, including nine additional towns in England, nine towns in Germany, 12 in Italy, two in Spain, and also in Amsterdam and Copenhagen.

On the basis of the business the picture has done to date and the large number of bookings made abroad, Skouras expressed confidence that "South Pacific" will become one of the two biggest grossers in the history of the industry.

Big Southwest Grosses For 'Left Handed Gun'

The Southwest saturation premiere of Warner Brothers' "The Left Handed Gun," involving upward of 450 playdates, has resulted in heavy grosses through four states and cities as far apart as Galveston and Kansas City, the company reported yesterday.

Typical of the takes racked up by the houses are: Martini Theatre, Galveston, five days, $3,331; the Paramount, Kansas City, three days, $4,599; the Midwest, Oklahoma City, six days, $6,385, and the Orpheum, Wichita, five days, $4,435.

Annual Outing Set by Conn. Theatre Group

Special to THE DAILY

NEW HAVEN, Conn., June 10.—The annual golf tournament and outing of the Motion Picture Theatre Owners of Connecticut will be held at the Mill River Country Club at Stratford, Conn., on Tuesday, Aug. 12, it has been announced by George H. Wilkinson, Jr., and Harry Feinstein, co-chairmen. Guest of honor will be Alex Harrison, 20th Century-Fox vice-president.

Suggest $100,000,000 For USIA Annual Budget

From THE DAILY Bureau

WASHINGTON, June 10. – The Senate Appropriations Committee has recommended an appropriation of $100,000,000 for the U.S. Information Agency for the year starting July 1.

This would be $3,000,000 above the House-approved figure, but $5,000,000 below the budget request. It would be $4,900,000 more than the agency has for operating this fiscal year.

More for Motion Pictures

Under the original administration request for $105,000,000, the motion picture service would have received $6,433,700, compared to only $4,909,924 this year. Under the House-approved $97,000,000 figure, it would have received about $5,000,000. Thus if the Senate figure should hold, it should receive between $5,000,000 and $6,000,000.

However, the final figure for the agency will have to be worked out in a conference between members of the House and Senate.

Cites Fox as Leader In Quality Production

Theatre grosses everywhere woul jump from 25 to 30 per cent if all th major studios would make the san number of quality pictures that 20 Century-Fox has produced in the pa two years, George Skouras, preside of Magna Theatre Corp., said yeste day. He said the Fox company shou be given credit for the high standar it has set in production.

Fox Plans

(Continued from page 1)

the company's production head f England.

Adler said the British producti program will be "diversified and fle ible" with both small and big budg films to be made to be integrated wi the schedule for American produ He also expressed optimism that oth major companies will also increa their production programs.

Adler flies to Paris on Thursd to meet with producer Dar Zanuck. He will return to Califor next Monday.

Daff to Europe for Foreign Sales Meeting

Alfred E. Daff, executive vice-pr dent of Universal Pictures and pre dent of Universal International Film will leave New York tomorrow for three-and-one-half week business t to Europe during which he will h sales meetings in France, Germa Italy, England, Holland, Belgium a Denmark.

Aboaf Will Go Along

Americo Aboaf, foreign gene sales manager of Universal and vi president of the company's forei distribution subsidiary, will acco pany Daff to France, Germany a Italy for his meetings in those cou tries.

Reopen WB Exchange

(Continued from page 1)

Indianapolis two months ago, w return to Memphis as manager.

Charles Jones, transferred to N Orleans recently, will return to t Memphis office. Mrs. Taylor Dav secretary-booker, released when t office closed, will return. The change will be at the same addre

The WB announcement fro Memphis follows by slightly mo than a week the reopening of th company's exchange in Albany, N. which had been closed since Mar 28.

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Big Pictures

(Continued from page 1)

one of them being UA's "Trapeze"; about a dozen have grossed in excess of $10,000,000, two of them being UA's "Vera Cruz" and "Not as a Stranger"; and "many current pictures" are headed for a gross of better than $5,000,000, including UA's "Run Silent, Run Deep," "God's Little Acre" and "Witness for the Prosecution."

Film Leaders to View 'Vikings' at Dual Bow

A large group of industry leaders will be among the capacity audiences totalling 2,100 which tonight will attend the two-theatre world premiere of Kirk Douglas' "The Vikings" at the adjoining Astor and Victoria Theatres on Times Square.

The side-by-side openings will be held for the benefit of the Crown Princess Martha Friendship Fund under sponsorship of the American-Scandinavian Foundation and the Norsemen's Federation.

Kirk Douglas, Tony Curtis and Janet Leigh, who are starred in the United Artists release, will make personal appearances on the stage of each theatre before a distinguished assemblage which will include Senator Jacob Javits and Norwegian Consul General Thor Brodtkrob.

UA Executives to Attend

United Artists officials to be present are: Arthur B. Krim, Robert S. Benjamin, William J. Heineman, Max E. Youngstein, Arnold M. Picker, Herbert L. Golden, Seymour M. Peyser and Leon Goldberg.

Other film industry notables present will include Barney Balaban, Elmer Rhoden, Bernard Kranze, Abe Schneider, Spyros Skouras, Herman Robbins, Leopold Friedman, Si Fabian, George Weltner, George Schaefer, Sam Spiegel, Walter Reid, Kenneth Hargreaves, Arthur Hornblow, Marcello Girosi and Sol Schwartz.

The premiere will receive world-wide press photo, radio and television coverage.

N.Y. Variety Club

(Continued from page 1)

taurant, it was announced yesterday by Ira Meinhardt, chief barker.

The international officers, headed by chief barker George Eby, will be in New York for a series of special meetings with the press and with the chief barkers of the Northeastern tents of Variety Club.

New 'Bargain Matinee'

HARTFORD, June 10.—The Rivoli Theatre, Chicopee, Mass., which recently inaugurated a "bargain matinee" policy on Sundays, with adults charged only 50 cents from 1 to 3 P.M., has been joined in the practice by the Falls Theatre in nearby Chicopee Falls, Mass.

M. P. DAILY picture

ONSTAGE at the Rivoli yesterday: accounting representative John Peoples, controller Joseph Ende, vice-presidents Herbert Golden, William Heineman, Seymour Peyser, president Arthur Krim, chairman Robert Benjamin, secretary Seward Benjamin, director Robert Porter, vice-presidents Max Youngstein, Arnold Picker, Leon Goldberg.

UA Reports to Stockholders

(Continued from page 1)

first quarter of 1958 were 11.7 per cent over the first quarter of 1957. The 1958 figure was $636,000, compared with $569,000 for the first quarter of last year. This growth trend is continuing, he reported, citing the fact that the company's world-wide theatre gross for the first ten weeks of the second quarter of 1958 was $12,190,000 compared with $11,159,000 for the comparable period of last year, an increase of 9.2 per cent.

Stock Option Plan Outlined

The chairman outlined the restricted stock option plan submitted for approval, under which an estimated 20 key employees of the company, excluding six of the principal officers, would be offered options on stock over a period of ten years. The plan, he emphasized was designed to attract and retain executives and key personnel in a managerial structure adapted to expanding production and diversified activities.

He detailed the status of the involved negotiations for the purchase of Associated Artists Productions, which owns the Warner backlog of pre-1949 pictures and said that every step had been taken to insure an early trial of the suit by which NTA has sought to halt the purchase. UA has purchased 700,000 shares of AAP stock from 12 stockholders in that company and has made an offer, now halted by injunction, to all other stockholders to purchase their shares for $6 in cash and $6 in debentures in the new UA subsidiary set up to own AAP.

Touches on Public Financing

Benjamin also referred to the announcement, made last week, that the board is considering additional public financing but said that he was barred by SEC rules from discussing it until the prospectus is approved. He mentioned that the company was studying a pension and retirement plan which would be submitted at the next meeting and then introduced Arthur B. Krim, president of the company, to outline prospects for the future.

Krim pointed out that the results of the public financing of a year and a half ago were only beginning to be reflected in the company's release program. He pointed out that in 1955 the company had nine releases in the top "A" bracket, 12 in 1956 and 14 in 1957. So far this year there have been eight and another 12, already seen and evaluated, are listed for release during the balance of the year. These are "The Vikings," "Kings Go Forth," "Une Parisienne," "The Big Country." "China Doll," "Man of the West," "Separate Tables," "Ten Seconds to Hell," "The Defiant Ones," "The Gun Runners," "The Horse's Mouth" and "I Want to Live," plus the broad release of "Around the World in 80 Days."

Inventory Largest in History

In addition, the president said, the company has a backlog of 35 other pictures of varying types, the largest inventory in the history of the company and one of the largest in the industry.

On long range plans, Krim said the company was "most optimistic." This he based on the premise that "even the pessimists agree on one factor in this market—the successful pictures are constantly reaching new high grosses." United Artists, he declared, was insuring its position for the next two or three years by increasing the number of pictures aimed at big grosses, making them as economically and efficiently as possible, and obtaining them from as many different sources as possible.

"Our formula," he continued, "is to create a climate in which top flight independents can work in relative autonomy. This has resulted in an ever increasing trend toward affiliation with our company by independents. We have literally hundreds of minds working for us on hundreds of different opportunities to follow public taste."

The company will continue to release 40 to 48 pictures a year, Krim said, adding that "there is still profit in the smaller pictures although it is declining."

Announcement Slated for October

Reverting to the program of top pictures, Krim said proudly that the company would in October announce 24 "A" features for dated release through 1959, in the same fashion it startled the trade with the announcement of 16 last October for specific dates in 1958.

UA World-Wide Gross, Net Profits Continue Up

Continuing increases in both world-wide gross and net profits were reported by Robert S. Benjamin, UA chairman of the board at yesterday's stockholder meeting. The figures:

	13 weeks to Mar. 29, '58	13 weeks to Mar. 31, '57
World-wide income	$16,485,000	$14,389,000
Net earnings	$636,000	$569,000
Earnings per share	59 cents	53 cents

The world wide box office gross of UA pictures for ten weeks of the second quarter (to June 6, 1958) was $12,190,000 compared to $11,159,000 for the equivalent period last year.

UA Restricted Stock Option Plan Approved

Under the restricted stock option plan approved yesterday by United Artists stockholders a maximum of five per cent of the outstanding stock, but in no case more than 72,810 shares, will be available to be optioned to key employees at the discretion of the board.

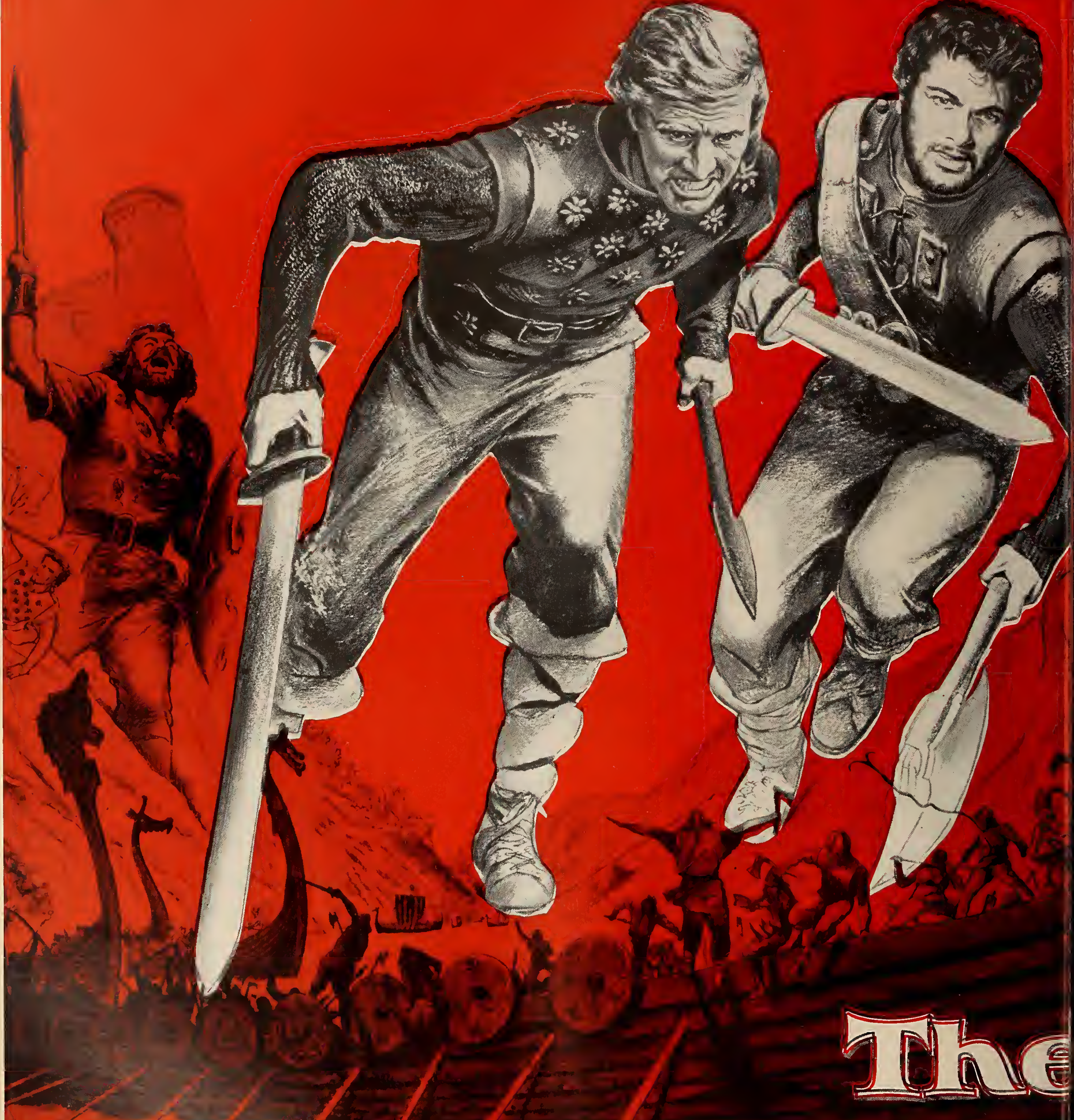
Robert S. Benjamin, chairman of the board; Arthur B. Krim, president, and vice-presidents William J. Heineman, Arnold M. Picker, Charles Smadja and Max E. Youngstein are specifically exempted from the plan. It is estimated that the number of present and future employees who will be granted the options will not exceed 20, of whom seven are presently officers of the company.

Board Will Set the Price

The option price will be determined by the board but may not be less than $20 per share or 95 per cent of the highest price at which the common stock is sold on the exchange the date option is granted, whichever is higher.

The board will determine the term for which the option shall be valid but in no case may any option be exercised for at least one full year and none shall be effective for a term of more than eight years. Options may not be transferred except in the case of death and then only by will or the laws of descent and there are limitations on the period during which it may be exercised after an optionee's death or after the termination of his employment with the company.

THE SCREEN'S MIGH



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—FILM DAILY

Vikings

RNEST BORGNINE · JANET LEIGH

by DALE WASSERMAN · Based on the novel "The Viking" by EDISON MARSHALL
RICHARD FLEISCHER · A KIRK DOUGLAS Production

THRU
UA

TODAY

Dual World
Premiere

NEW YORK
Astor and Victoria

◆

CHICAGO
June 16—State Lake

LOS ANGELES
June 19—Fox Wilshire

◆

And across the country for JULY 4

Television Today

Foreign Operations Of NTA Are Expanded

National Telefilm Associates' foreign operations have been expanded to include representation in apan, Australia and the Philippine Islands, Oliver A. Unger, NTA president, announced yesterday. The three new offices will act as representatives for NTA's television and theatrical properties in the three market areas.

In Australia, the NTA representative will be David Yaffa, of the Yaffa Syndicate in Sydney. Representing NTA in Tokyo will be Akim Shimizu of the Pacific Television Corp., Chuoku. The Philippine Islands office will be handled by Felipe Ysmael, at Quezon City, Manila.

'Concentration' Starts On NBC-TV on July 28

"Concentration," described as a new entertainment game, will make its debut on the NBC-TV Network, Monday, July 28, Carl Lindemann, Jr., director, daytime programming, NBC Television Network, has announced. The new show will be seen from 11:30 A.M. to 12 noon, E.D.T., Mondays through Fridays. It replaces "Truth or Consequences."

Based on Juvenile Game

"Concentration" will be produced for NBC-TV by Barry & Enright. The host will be announced later. The program is based on the children's game of the same name, Lindemann explained.

One Man's TViews

By Pinky Herman

CBS will launch two off-beat television programs, "The Invisible Man" and "World of Giants" a weekly, back-to-back coupling of imaginative thrillers. Skedded for the Fall (Wednesnites in the 7:30-8:30 P.M. slot) the first is a TVersion of H. G. Wells' story of a British scientist, while the latter deals with an FBI agent's adventures in espionage. Edgar Peterson will produce "Invisible Man" (filmed in London) with Otto Lang to pilot "Giants" which will be filmed in Hollywood. . . . Oldsmobile has signed to sponsor at least two and possibly four Bing Crosby 90-minute extravaganzas for next season, the first to back up ABC's new 5-year exclusive contract with the Groaner. . . . Richard Hayes will CBSub for Stan Freeman's June 28 and July 5 radio programs. Howcome this talented songster isn't signed up for his own TV series? . . . In addition to handling the ABChores as producer-director of the new "Andy Williams Show," Bill Hobin will guide the net's top-ranking "Pat Boone Show" when the latter resumes in the Fall. . . . Since returning to Chicago, this time to WGN, "Ding Dong School" has been adding new laurels to its skein of local and national awards. The program will be Ampex-taped for syndication starting in August (another well-deserved golden apple for the teacher, "Miss Frances.") . . . Walter Mirisch has signed Harry Lauter to portray Bat's brother in the forthcoming western flicker, "The Bat Masterson Story" starring Joel McCrea. Lauter is star of the ABCowboy TV'er, "Texas Rangers."

☆ ☆ ☆

Here's a unique "sell" negotiated by MGM-TVeep Bud Barry. Through Tom McDermott (Benton & Bowles) and Ed Ebel (General Foods) Bud sold the TVersion (half-hour film series) of "Father of the Bride" a full year before air time—and a five-year deal at that. Pilot of the situation-comedy will be made on the MGM lot next month. . . . The Walt Framers expect their newest "Big Payoff" in Feb. Mom and Pop "struck it rich" six times already, four boys and 2 girls. . . . Headed for Broadway is the talented Morton J. Metzler, Jr. who gets his sheepskin and English Majority at Cornell next week. The young author and newshawk is editor-in-chief of the Cornell Widow and honorary member of the Quill & Dagger staff. . . . With Carl Jampel Producing and Dick Schneider megging, a new audience-participation TV series, "Lucky Partners" will NBCommence Monday, June 30. The Monday-thru-Friday quizzer, a Martin & Allen Stone package, will be emceed by Carl Cordell with John Gart providing the music. . . . ABC's new TV show, "ESP" based on extra-sensory perception (wha-dat?) which bows in July 11, will be directed by Lou Sposa, formerly with "Chance of a Lifetime."

Bud Barry

The Key

(CONTINUED FROM PAGE 1)

wardly an action drama telling of the lives of the sailors who manned the sea-going rescue tugs on the southwest coast of England during World War II. Their job was to tow back to port merchant ships which had been crippled by submarines and forced to drop out of convoy. Often these were suicide missions. The tugs had little speed and less armor and were even used for target practice by German sub crews.

More importantly, perhaps, "The Key" is a tale of a tangled wartime love and of an innocent heart that has been ravished by fear and personal loss. And the film is all the more fascinating for its oblique approach to the subject.

In the pivotal role, Miss Loren is seen as a strange but lovely Swiss Italian girl (her presence in wartime England is never explained) whose fiance has been killed at sea on the eve of their wedding. Having some sort of presentiment of his fate, the fiance had given a duplicate key to the apartment he shared with Miss Loren to his best friend, another tug man, with the promise that the friend too would pass on a duplicate key so that the apartment should always be occupied.

When the film opens, the key has been passed on three times, as each tug man has been killed. Miss Loren, in a state of gentle shock and filled with a passionate need to care for someone, is sharing the apartment with Trevor Howard, as well as with all the memories of her lost love. Holden arrives, an American in the Canadian service who has been assigned the command of one of the tugs. He and Howard revive an old friendship and Howard, carrying on tradition, passes a duplicate key on to Holden. Shortly afterwards, Howard is killed, just before he was to marry Miss Loren.

At first Holden refuses to move into the apartment but, driven by loneliness, he eventually does. The arrangement begins platonically but then they fall deeply in love, so truly in love, in fact, that Miss Loren comes out of her state of shock and begins to take an active interest in life again. They plan to marry but the strain of his sea duty takes its toll on Holden. Before what he is certain will be a suicide mission, he passes on his key to a friend. He is reported killed. When he does return, Miss Loren is so devastated by Holden's having given away his key, she tells him to get out. The ending finds her running away to London and Holden vowing to find her "some day."

The final motivations in the love story are a bit hazy but nonetheless it is extremely moving. Acting as counterpoint is the war itself. Director Reed and producer Foreman have spared no pain or expense in their exciting sea combat footage, depicting submarine attacks, burning cargo ships and the climactic duel between a tug and a sub that is a lulu.

The entire production was magnificently photographed in black-and-white CinemaScope on location in England. The sights and sounds are authentic all the way. The picture, a Highroad presentation and a Carl Foreman Picture, quite appropriately is one of the lead items in Columbia's Super Seven.

Others in the cast include Oscar Homolka, who has a small but important role as a philosophical Dutch sea captain, Kieron Moore, Bernard Lee, Beatric Lehmann, Noel Purcell, Bryan Forbes, Sidney Vivian, Rupert Davies, Russell Waters, Irene Handl, John Crawford, and Jameson Clark Running time, 125 minutes. Adult classification. Release, in July.

Vincent Canby

Columbia Int'l

(*Continued from page* 1)

been appointed supervisor, replacing Sigward Kusiel, resigned.

Leroy Brauer has resigned as managing director of Australasia and has been replaced by Colin Jones, who has been sales manager of this territory for 23 years.

Fernando Rodriguez has resigned as general manager of Japan to take a similar position with Allied Artists. He is replaced by Kintaro Yoshino, who has been sales manager of Japan for seven years.

The territory of Michael Bergher, who is vice-president and supervisor of Japan and the Far East, has now been expanded to include Australasia.

Judge 60 Campaigns

(*Continued from page* 1)

management in both small towns and large municipalities.

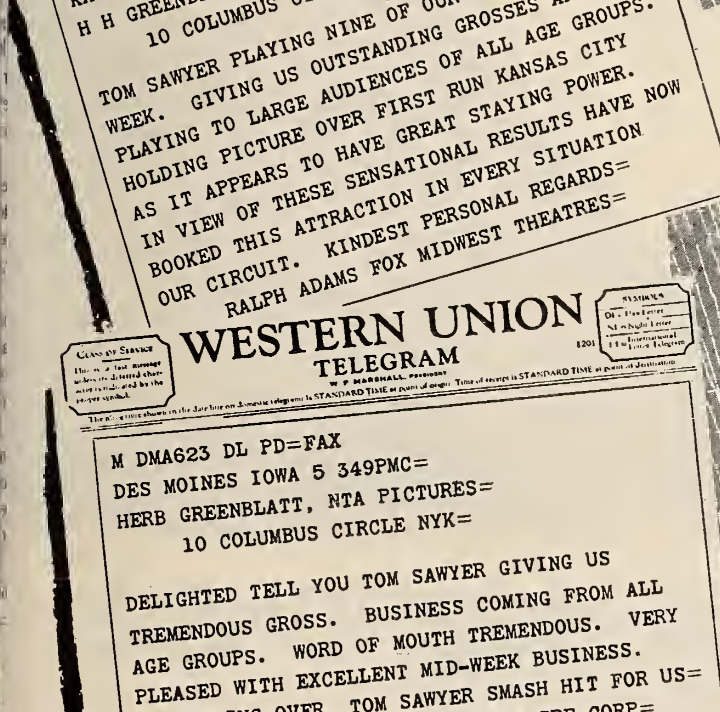
The panel of judges includes: Leo Brecher, Ned E. Depinet, Russell V Downing, Leopold Friedman, Emanuel Frisch, Harry Goldberg, Edward L. Hyman, Walter Reade, Jr., Charles M. Reagan, Sol Schwartz, Joseph M Seider, Gerald J. Shea, George P Skouras.

Reveal Winners Next Week

Winners of the two Awards, one for large situations and one for smaller situations, as well as the Overseas Plaque, will be announced next week.

A PROVEN B.O. SMASH FOR YOU RIGHT NOW!

Here's Proof!



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THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

DAVID O. SELZNICK'S
PRODUCTION OF
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ADVENTURES OF TOM SAWYER

COLOR BY TECHNICOLOR

A blockbuster wherever played! All engagements doubled (and sometimes tripled) regular business . . . causing this great picture to be held over . . . in situation after situation.

Southwest sensational on Fox Circuit and other big circuits are booking this outstanding winner from coast to coast.

For a smash in your territory, don't hesitate another moment. Assured pay-dirt awaits you if you . . .

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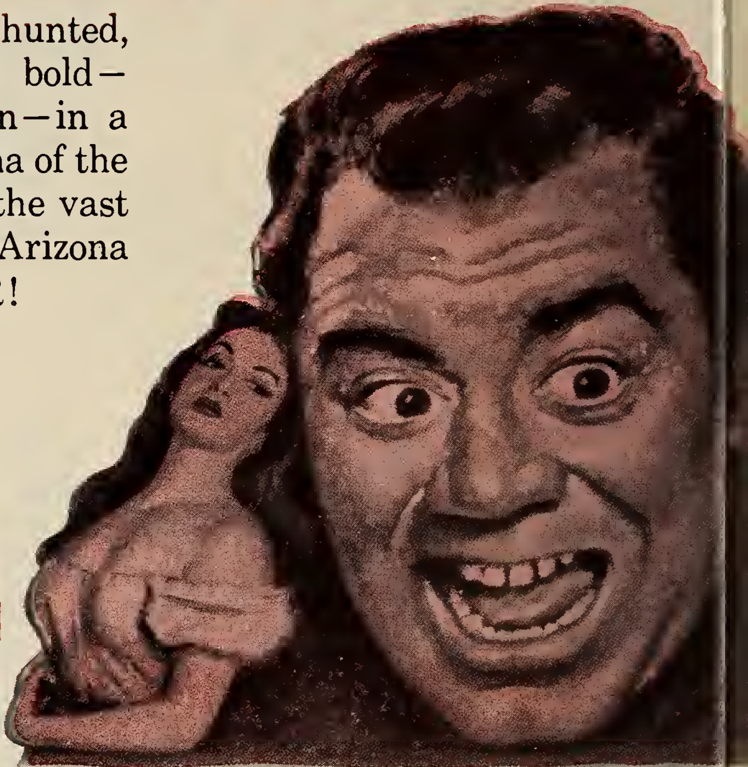

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presents
AN ARCOLA PRODUCTION
starring

ALAN LADD · ERNEST BORGNINE

in THE
Badlanders

co-starring KATY JURADO · CLAIRE KELLY
Screen Play by RICHARD COLLINS · From a Novel by W. R. BURNETT
In CinemaScope and METROCOLOR
Directed by DELMER DAVES
Produced by AARON ROSENBERG

M·G·M
BACK ON
TOP IN
'58!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 114 NEW YORK, U.S.A., THURSDAY, JUNE 12, 1958 TEN CENTS

In Boston

Neil Agnew Dies at 62; Fox Executive

Services for Industry Veteran Set Tomorrow

Neil Agnew, widely known film distribution executive, died early yesterday morning in Massachusetts General Hospital, Boston, where he was recovering from an operation. He was 62 years old.

Neil Agnew

Funeral services will be held at 11:30 Friday morning at the Frank E. Campbell Funeral Chapel, 81st St. and Madison Avenue.

He is survived by his wife, Henrietta, who was with him when he died.

Agnew, an industry leader for many

(*Continued on page* 4)

AFM, TV Subsidiary Of MCA Sign Deal

From THE DAILY Bureau

LOS ANGELES, June 11. – A contractual agreement with a subsidiary of Music Corporation of America which produces filmed shows for television whereby music scoring will be done by live musicians rather than from library sound track was announced today by Herman D. Kenin, president of the American Federation of Musicians. He said the deal "will guarantee about $1,500,000 of added live music employment of this nature."

The agreement was reached in New

(*Continued on page* 5)

Television Today Page 5

Domestic, Overseas Entries Judged For Annual Quigley Grand Award

By JAMES M. JERAULD

Theatres in 39 widely scattered United States and Canadian cities and eight overseas countries were represented in the 24th annual judging for Quigley Grand Awards for Showmanship held yesterday by Manager's Round Table of "Motion Picture Herald." The "jury" was limited to 11 top theatre circuit executives and independent operators with national reputations. Their theatre interests cover the 48 states.

Overseas countries represented in the display of campaigns included Australia, England, Finland, Italy, New Zealand, Nicaragua, Singapore and South Africa.

The campaigns were presented on three separate tables—large and small situations and overseas, each suitably identified by cards. The large and small United States and Canadian situations were separated in order to make it possible for managers of houses with 1,000 seats or less in medium-sized communities to compete on fair terms with managers in

(*Continued on page* 2)

AFM Violates Pact: Faris

By SAMUEL D. BERNS

HOLLYWOOD, June 11. – Marvin Faris, executive secretary of the Society of Independent Motion Picture Producers, has stated that the American Federation of Musicians has repudiated the interim agreement negotiated between the organizations two months ago. The federation now demands an additional clause barring recording on films to be released by major companies against whom the

(*Continued on page* 5)

Benjamin, Krim '58 Pioneers

Robert S. Benjamin, chairman of the board of United Artists, and Arthur B. Krim, UA president, have been named the Motion Picture Pioneers of 1958, it was announced yesterday by Ned E. Depinet, president of the Pioneers organization.

The UA executives, who were selected by the Pioneers' board of directors at its annual meeting this month, will be honored at the 20th annual Pioneers' dinner at the Waldorf-Astoria Hotel on Nov. 24.

In 1951 Benjamin and Krim formed a five-man management group to take over the then faltering United Artists. Their partners were

(*Continued on page* 2)

Ned E. Depinet, president of the Motion Picture Pioneers, congratulates Robert S. Benjamin (left), United Artists chairman of the board, and Arthur B. Krim (right), UA president, who have been named Motion Picture Pioneers of 1958.

In Britain

KRS Accepts Plan to Control Films to TV

To Put Payments Clause In All Renting Contracts

By PETER BURNUP

LONDON, June 11 (By Cable).—The Kinematograph Renters Society today formally accepted the industry's plan for controlling the release of feature films to television.

The plan, under which the film industry will buy the rights to particular pictures, involves the payment by exhibitors from Aug. 31, 1958, a one farthing levy on all paid admissions other than children's matinees or charity performances or where a theatre's weekly net takings are less than £200 ($560).

The KRS agreed that its members will incorporate a clause in all renting contracts ensuring the levy payments either to an organisation to be known as the Film Industry Defense Organisation, Ltd., which will administer the

(*Continued on page* 5)

All MPEA Officers Re-elected for Year

Officers of the Motion Picture Export Association were re-elected for the ensuing year at the annual meeting of the board of directors on Tuesday.

The officers are as follows: Eric Johnston, president; Ralph Hetzel, Kenneth W. Clark, G. Griffith Johnson, Robert J. Corkery and Irving A. Maas, vice-presidents; Sidney Schrei-

(*Continued on page* 4)

$100,000,000 Is Voted By Senate for USIA

From THE DAILY Bureau

WASHINGTON, June 11. – The Senate today voted to give the U.S. Information Agency $100,000,000 for operating expenses in the coming year. The bill now goes to conference with the House which voted only $97,000,-

(*Continued on page* 5)

PERSONAL MENTION

RODNEY BUSH, 20th Century-Fox national exploitation director, left New York yesterday for the Coast.

•

Charles Okun, film industry representative for the Coca-Cola Co., is in Miami Beach from New York.

•

Salvatore Casolaro, president of Casolaro, Giglio Films, left here yesterday for Brussels and Rome.

•

Edith Prigozy, industry publicist, will leave here today aboard the "United States" for Europe.

•

Toby Trauner, daughter of Columbia Pictures branch manager Saul Trauner, will be married on Sunday at the home of her parents in Forest Hills to William J. Burros.

•

Samuel Goldwyn, Jr., has left New York for Brussels.

•

Jack Levin, owner of the Irvington Theatre, Baltimore, has returned there following a trip to Europe.

Goldwyns Named Film 'Father, Son of Year'

Samuel Goldwyn and Samuel Goldwyn, Jr., have been named "Father and Son of the Year" in the field of motion pictures by the National Father's Day Committee, it was announced yesterday by Alvin Austin, executive director of the national organization.

Emblem of the special award presented to the Goldwyns is the committee's George Washington medal, similar to the one awarded recently to Dr. Milton S. Eisenhower, president of Johns Hopkins University and brother of President Eisenhower, as "Father of the Year."

Name Brunet Controller Of M-G-M Studios

Barrie K. Brunet has been appointed controller of M-G-M Studios, effective next Monday, it was announced yesterday by Joseph R. Vogel, president of Loew's, Inc., and Robert H. O'Brien, treasurer.

Brunet formerly was a manager of Arthur Andersen & Co., certified public accountants, in their Los Angeles office. A graduate of the University of Washington, he has been associated with the Andersen firm for the past ten years.

'58 Pioneers

(Continued from page 1)

William J. Heineman, vice-president in charge of distribution; Max E. Youngstein, vice-president; and Arnold M. Picker, vice-president in charge of foreign distribution. Within six months they had taken the company out of the red and in the succeeding years carried on a major program of development and expansion. In 1957 UA announced a record profit of $3,262,000, following six years of progressively larger returns.

Under the Benjamin-Krim leadership UA has been instrumental in making independent production a dominant force in the industry. Today the company has multiple production-distribution agreements with more than 60 top independent artists.

Other Leaders Honored

Other outstanding film industry leaders who have been honored in the past as Pioneers include Cecil B. DeMille, Spyros P. Skouras, Adolph Zukor, Jack Warner and Harry Warner, Barney Balaban, Simon H. Fabian, Joseph R. Vogel, Herman Robbins, Robert J. O'Donnell, Nate J. Blumberg and Gus S. Eyssell.

Brothers File $1,000,000 Trust Suit

Special to THE DAILY

GREENVILLE, Tenn., June 11.—An anti-trust suit asking $1,000,000 in damages has been filed in the U.S. District Court here by the Taylor Brothers, who operate the Fox Theatre, Kingsport, Tenn.; the Taylor Theatre, Gate City, Va., and the Taylor Drive-in, Webber City, Va.

In the civil action the Taylors charge monopoly and conspiracy against them by the King-Sul Theatres, et al, the eight majors and Allied Artists. Listed in the defendants are the Wilby-Kincey Service Corp., who supervise the operation of the State Theatre, Kingsport, which is owned by King-Sul Theatres; the Nu-Strand Corp., who own the Strand, the Rialto and the Center Theatres in Kingsport, and the Crescent Amusement Corp., who operate the Strand, the Rialto and Center.

Extend 'Bravados' Plugs

20th Century-Fox will extend its radio campaign to promote "The Bravados" to include a number of stations in the New York area along with those already set on NBC, ABC, and the Mutual networks. The local campaign is scheduled for two weekends, June 14-15 and June 21-22. The first will have five N. Y. stations carrying 10 spots each day and the second will have 10 stations 15 times per day.

'Vikings' Bow Raises $22,000 for School Fund

A total of $22,000 was raised for Norwegian - American exchange scholarships at the world premiere of the Kirk Douglas production, "The Vikings," last night at the Astor and Victoria theatres here. Some 2,100 persons packed both houses for the event, which was sponsored by the American-Scandinavian Society for the benefit of the Crown Princess Martha Friendship Fund, which underwrites the scholarships.

Showing of the United Artists release was preceded by personal appearances on the stages of both theatres by Douglas, Tony Curtis and Janet Leigh, who are starred in the film. The players were backed by a 70-piece Viking Junior band staffed by young Norwegian-Americans.

Opening Beamed Overseas

The premiere festivities were covered by a large number of international press, radio-television interviewers and news photographers. NBC's Monitor and Dave Garroway's Today Show were represented by reporters and cameramen whose coverage will be aired this week via the full network. The opening was also filmed and recorded by the Armed Forces Radio and Television Services and the Voice of America for overseas beaming in 22 countries.

House Passes Five-Year Reciprocal Trade Act

From THE DAILY Bureau

WASHINGTON, June 11. – The House passed by a one-sided 317 to 98 vote the five-year reciprocal trade act extension sought by the President.

Earlier, the House had rejected, by surprisingly large margins, two motions offered by protectionist-minded Congressmen. Intense pressure from the Administration and House leaders of both parties put the bill through in a form closely resembling the President's original request, which was backed by many film industry leaders.

The outlook for the bill is far less favorable in the Senate. Protectionist forces are far stronger there.

Griffith to Make Tour

Andy Griffith, star of Warner Bros.' "No Time For Sergeants," will kick off the Southern saturation premiere of the Mervyn LeRoy production, with a personal appearance in Raleigh, N. C., his home state, on Tuesday, July 1, the day the picture opens at the Ambassador Theatre there. Griffith will follow with personal appearances in behalf of the picture's openings in Charlotte on July 2, in Greenboro and High Point on July 3, Winston Salem, on July 4.

Entries Judged

(Continued from page 1)

big houses with larger advertising and promotion budgets. Theatres having from 1,000 seats up were classified as large situations.

The campaigns presented were the winners of Awards and Scrolls of Honor during the quarterly judgings of 1957.

Contestants Unidentified

Numbers were placed on the campaigns for use of the judges. The ballots contained no way of identifying the competitors. The judging began at 4 P.M. The display of entries was arranged in a private dining room at Toots Shor's Restaurant.

The judges were:

Leo Brecher, head of Leo Breche Theatres and an officer of the Metropolitan Motion Picture Theatres Association.

Ned E. Depinet, well known exhibitor and former president of RKO Pictures Corp. and RKO Theatres Inc.

Russell V. Downing, president and managing director of the Radio City Music Hall.

Leopold Friedman, president of Loew's Theatres, Inc.

Emanuel Frisch, executive of Randforce Amusement Co. and former president of Metropolitan Motion Picture Theatre Owners Association.

Harry Goldberg, director of advertising and publicity for Stanley Warner Corp.

Edward L. Hyman, vice-president of ABC-Paramount Theatres, Inc.

Walter Reade, Jr., president of Walter Reade Theatres, Inc.

Charles M. Reagan, theatre operator and former vice-president and general manager of Loew's, Inc.

Sol A. Schwartz, president and general manager of RKO Theatres, Inc.

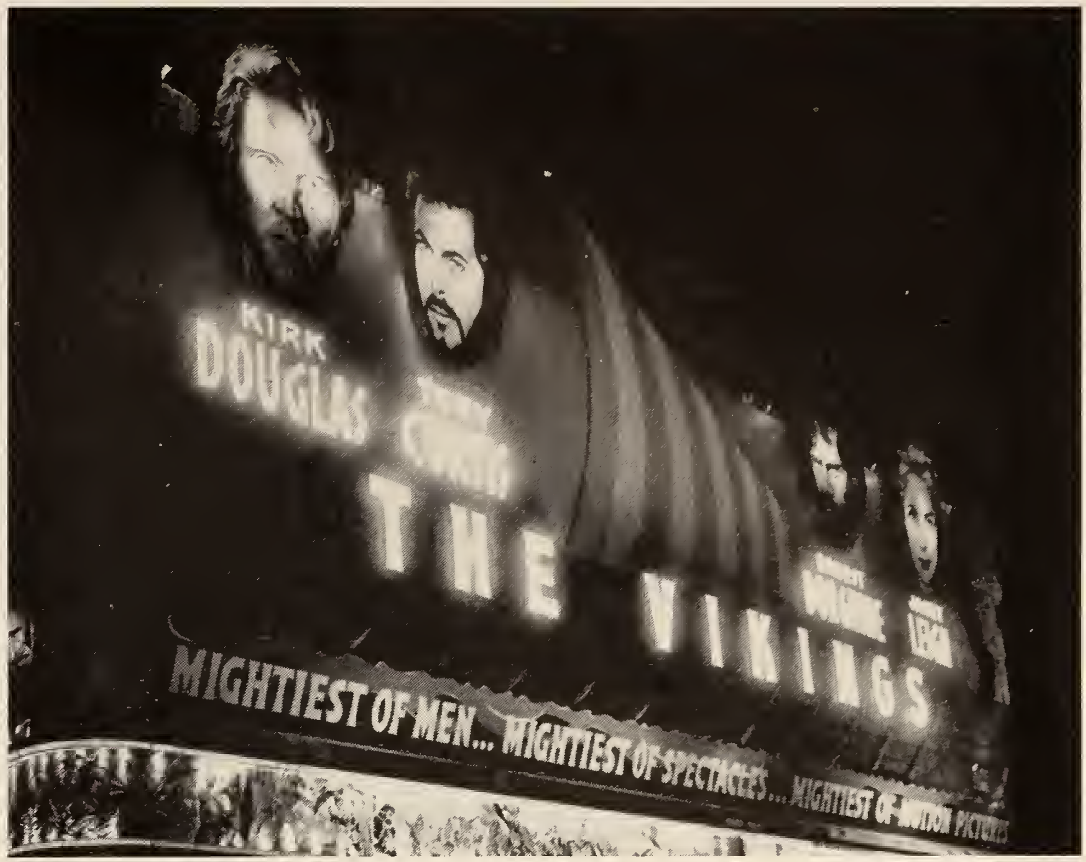
Ray Smith, vice-president of She Enterprises, Inc., and Jamestow Amusement Co.

'Key' Contest Slated

The lock and key division of the Yale & Towne Mfg. Co. will cooperate with Columbia Pictures in a "Luck Key" contest to promote "The Key." The promotion will be staged in 4 key cities in conjunction with the openings of the film. Point-of-sale displays and local media will be used to call attention to the fact that "Lucky Key" cards can be picked up at Yale and Towne dealers. Winning numbers will be posted in the theatre lobby and announced through local media, with the winners receiving Yale and Towne wall safes and travel locks as prizes.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincen Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c

A half-acre, animated billboard spectacular, the biggest ever built for a motion picture, symbolizes the scope of Kirk Douglas' "The Vikings" and the flair of its dual world premiere, held last night at the adjoining Astor and Victoria Theatres on Broadway. Charity bow of the United Artists release raised $22,000 for the exchange of Norwegian and American students, and drew banner TV-radio coverage by U.S. networks and services blanketing 22 foreign countries. A $4,500,000 Technirama spectacle, "The Vikings" is being pre-sold by UA's biggest national drive.


KIRK DOUGLAS
TONY CURTIS
THE VIKINGS
ERNEST BORGNINE
JANET LEIGH
MIGHTIEST OF MEN... MIGHTIEST OF SPECTACLES... MIGHTIEST OF MOTION PICTURES

VIKING SQUARE

tars Kirk Douglas, Tony Curtis and
net Leigh dedicate Viking Square to
egin the official New York celebration
Vikings Week.

Astor
KIRK DOUGLAS
TONY CURTIS
ERNEST BORGNINE
JANET LEIGH
THE VIKINGS
Ripley
Believe It or Not!
ODDITORIUM
WONDERS OF THE WORLD
ODDITIES CURIOSITIES
Victoria
KIRK DOUGLAS
TONY CURTIS
ERNEST BORGNINE
JANET LEIGH
THE VIKINGS

Prestige-building side-by-side premieres at the Astor and Victoria were seen by 2,100, with thousands more getting a curb-side view of the colorful doings.

The Vikings

ony Curtis and Janet Leigh, who will tour Coast-to-Coast with Kirk Douglas
r "The Vikings," are greeted at the premiere by UA board chairman Robert
Benjamin (left) and producer Jerry Bresler (right).

Kirk Douglas, arriving for the dual bow with Sophia Loren, is welcomed by UA vice-president Max E. Youngstein. The charity event aided the Crown Princess Martha Friendship Fund.

Agnew Is Dead

(*Continued from page* 1)

years, was one of the best known and best liked sales executives in the field. For ten years he was Paramount's vice-president in charge of distribution and for as many more years he was closely associated with David O. Selznick. Since January of this year he had been handling special distribution problems for 20th Century-Fox.

Served in World War

Born in Grand Rapids, Mich., November 11, 1895, he entered the industry immediately after Army service in World War 1 as a booker in Chicago for Paramount. He became a salesman and in 1923 was named branch manager in Milwaukee. Rising rapidly in the fast moving sales organization he became district manager in Chicago that same year. With a wide acquaintanceship among middle western exhibitors, his reputation grew nationally and in 1932 the late Sidney Kent brought him into his sales cabinet as western division manager. When Kent moved to Fox later that year, Agnew became assistant general sales manager and in 1934 he succeeded to the top sales post with the company.

With Selznick in 1944

He was elected vice-president in charge of distribution for Paramount in 1935, a post which he held until April, 1944, when he resigned to become vice-president and general manager of Selznick's national distribution organization, Vanguard Pictures. During this association he became a board member of United Artists, and later president of the Selznick Releasing Organization, successor to Vanguard.

In recent years he was special assistant to Herbert Yates at Republic Pictures, vice-president of the Fred Astaire Dance Studios, and chairman of the United States Defense Department's committee of film activities.

MPEA Officers

(*Continued from page* 1)

ber, secretary; Stanley R. Weber, treasurer; Herbert J. Erlanger, assistant secretary and assistant treasurer; and Thomas J. McNamara, assistant treasurer.

Directors Elected June 3

Previously, the following directors were elected at the annual stockholders meeting on June 3: Eric Johnston; Allied Artists International: Steve Broidy and Norton V. Ritchey; Columbia Pictures International: Lacy W. Kastner and Bernard E. Zeeman; Loew's International: Morton A. Spring and Ronald Carroll; Paramount International: Barney Balaban and J. William Piper; RKO Radio Pictures: Thomas F. O'Neil and Walter E. Branson; Twentieth Century-Fox International: Spyros P. Skouras and Emanuel D. Silverstone; United Artists: Arnold M. Picker and Louis Lober; Universal International: Milton Rackmil and Felix M. Sommer; Warner Bros. International: Benjamin Kalmenson and Wolfe Cohen.

Three Reports Presented

At the meeting this week the MPEA board also heard reports on various problems in the Far East, Japan and Israel and took action involving two international film festivals.

Attendance in Ceylon and Burma has fallen off in the evening due to a curfew in the former place because of street violence and also to similar political unrest in the latter. New license allocations are expected in Japan soon, where few have been released lately pending the national elections.

Berlin Festival Budget OK'd

Action taken by the MPEA board regarding festivals included approval of a budget for the one in Berlin and an agreement by all companies to submit films to the MPEA Festival Committee for screening by June 25 for selection of those to be sent to Venice.

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REVIEW:

Gunman's Walk

Columbia—CinemaScope

NOTHING HAS rejuvenated the western so much in recent years as the switch from an emphasis on action and violence for its own sake to stronger stories and realistic characters. This movement has tended to broaden the audience for the genre and attracted many who previously wouldn't go near a film in which there was a cowboy or horse.

"Gunman's Walk" is an outstanding example of the newer western tradition. The story itself is the main thing, and it's a good one, penned by Frank Nugent, author of many of the western masterpieces made by John Ford. The action comes as an integral part of the plot, and although there isn't as much activity as in some other westerns, what there is packs force. It includes some hard horseback riding and some fast shooting on two or three occasions.

This Columbia picture, which Fred Kohlmar produced, has some other major assets to exploit. It has some vigorous acting from the reliable Van Heflin; from Tab Hunter, who is surprisingly adept in a role that is unsympathetic; and from James Darren, a relative newcomer Columbia is grooming for stardom. Romantic interest is supplied by Kathryn Grant, as a girl who is half-Indian, and Mickey Shaughnessy and Ray Teal are fine as other western characters. Photography in CinemaScope and Technicolor takes full advantage of the vast expanses of the Wyoming plains.

The story deals with a universal problem—a father's difficulties in bringing up his sons. Heflin portrays a middle-aged cattle baron of the 1890's who resists the changes that are occurring in the customs of the west. He has brought his two sons up in the old tradition and is pained when they fail to meet up to his expectations. The younger son, played by Darren, is not so hard and aggressive as his father wants him to be, and the boy's love for a half-breed girl ultimately causes a break with the parent.

THE TROUBLE WITH the older son is much more serious. Resentful because he feels he is cramped by the "tall shadow" his father casts in the community, this boy carries his rebellion to the point of two murders—the first of an Indian during a horse race on the trail and later of an unarmed sheriff's deputy. At the end of the picture the father is forced to track down his son and kill him to prevent him from taking any more lives.

This moral demonstration of the dreadful price paid by a parent for over-indulgence of his children has timeless parallels the audience will recognize as true. The picture could have had stronger emotional appeal, perhaps, if Nugent had softened the character of the father somewhat. But the writer has kept the role honest and Heflin plays it that way—brusque, arrogant, and proud. Hunter makes the older son despicable and vicious almost without relief, and most of the audience sympathy thus falls to Darren, whose part is less colorful by comparison.

Nugent tells this intriguing story clearly and concisely, and Phil Karlson has directed in tune with that approach.

For further exploitation there is a catchy song called "I'm a Runaway," which Hunter sings in a tremulous baritone in a barroom scene.

Running time, 97 minutes. General classification. Release, in July.

RICHARD GERTNER

Bronston's 'Jones' Truly International

By FLOYD STONE

Samuel Bronston yesterday talke about "John Paul Jones."

He's three quarters through with i and now he's in New York to talk wit Warner sales vice-president Benjami Kalmenson. Now is the time to thin of selling it. He hopes to complete in August, and believes the compan may open it in February, possibl Washington's Birthday, most aptly— is a great patriotic spectacle.

In fact, Bronston is, he avers, mal ing propaganda for this country. H says he is not prejudiced in calling the greatest picture ever made, eve now is certain it will be this cour try's biggest and best message. It wil for one thing, be three hours lon and so far has cost $4,000,000.

John Farrow Directing

Hollywood failed to realize tl need for pictures about America courage and past glory and prese might, he commented: he has take on the job; he is making this pictur along with director John Farrow, pr vately—with the help of corporatio add wealthy men who feel as he doe

So far he has shot in Scotlan London, France, Spain, and eac country, he says, has the feeling it their picture. He told about coopera tion in the Mediterranean from tl Sixth Fleet, previous aid from Annap olis, and about intended shootir here, in Philadelphia, New Yor Williamsburg. And, about his curre problem: the right "Washington," n necessarily a name actor, merely o who is "it." Names, in fact, mea nothing to him, although he has a fev Charles Coburn, Robert Stack, Bet Davis: it's the story.

Story Based Strictly on Fact

The story, as he intends to tell i has no fiction; not even in dialogu he claims, adding John Farrow is a intelligent and convincing writer. H added he made the picture in Europ not because it is cheaper, but becau of geography; and mostly in Spai because it is central. John Paul Jon went everywhere, he said even Russia. His life was four fifths in E rope.

He pointed out apropos of the Ho lywood outcry about shooting abroa firstly he could not have made it i Hollywood; secondly that he has 4 Americans with him, more than o some pictures, and some of the union local heads, and none of the complaining.

Sees Market 65% Foreign

He has his mind, he observed, o one facet of industry life these day that some 65 per cent of our mark is foreign. Hence, there is need f international stories, and pictures bi enough to impress. The naval hero name was international, Bronsto avers; in fact, he is known, even no as "John." That is why the pictu title will remain, despite suggestion "John Paul Jones."

AFM and MCA

(Continued from page 1)

York earlier this week. Under its terms the Federation allocates some $800,000 of contributions estimated to be due the Music Performance Trust Funds for rescorings of music track to direct wages for musicians to be employed by the film maker. This amount will be matched by the producer, creating a fund of approximately $1,600,000 for the employment of musicians by MCA in film making. The employment starts immediately and is guaranteed over a three-to-five-year period.

Other contracts are being negotiated which promise to supplement this "back-to-work" drive by the musicians union, Kenin said. He also noted that "jobs come first, as they always have with our union."

$100,000,000 Voted

(Continued from page 1)

000. The agency had sought $105,000,000.

This year USIA is operating on a budget of only $95,100,000.

Under the original administration request for $105,000,000, the motion picture service would have received $6,433,700, compared to only $4,909,924 this year. Under the House-approved $97,000,000 figure, it would receive about $5,000,000. Thus if the Senate figure should hold, it should receive between $5,000,000 and $6,000,000.

Financial Aid to Railroads In Senate-Approved Bill

WASHINGTON, June 11. – The Senate passed without objection today a bill that would set up a new program of government guarantees for loans to railroads. The program is similar to one that exhibitor Sam Pinansky recently suggested be proposed for film companies.

The bill passed by the Senate is designed to help railroads raise money to meet current financial difficulties. The House Commerce Committee is considering a similar bill and may approve it shortly.

Under the bill, the government would guarantee up to $700,000,000 of private loans made by private commercial lenders to the railroads. The money could be used to finance or re-finance equipment purchases, modernization or other improvements, or operating expenses.

The Senate Commerce Committee, in recommending the bill, pointed out that similar programs have been used for housing, airlines, shipping companies and others.

Mrs. Sam Perrin Dies

HOLLYWOOD, June 11. – Peggy Perrin, 53, wife of the Jack Benny writer, Sam Perrin, died Tuesday night of cancer in Queen of Angels Hospital. Funeral services will be held Thursday at 10:30 A.M. in the Church of the Good Shepherd, with interment at Forest Lawn.

Faris Sees Violation

(Continued from page 1)

federation is striking. The SIMPP interim deal, which had been offered to and used by all independents, provided for services of musicians at rates stated in expired contracts, with the further understanding that any improvements later negotiated between SIMPP and the federation would be paid retroactively.

Word received yesterday from AFM in New York, following Monday's executive board meeting, was to effect that the federation would no longer honor its deal and would insist on a "non major release clause" before any new recordings could take place.

Faris stated he assumed that independent producers would follow the majors in going abroad for scoring. Such a development would further reduce employment of musicians to a new low since most of the major contract musicians are already on strike.

Federation Claim Rejected

The only reason given by the federation for backing away from the agreement is that it has just found out that independents release their films through major companies. SIMPP rejects this contention on the ground that it has long been a well established practice.

The decision of the federation is far reaching since only those independents not releasing through major companies could sign such a deal.

Coming ahead of Thursday's NLRB hearing involving SIMPP, the Association of Motion Picture Producers and the Independent Motion Picture Producers Association it is difficult to know what the federation may be planning.

Queen's List Names Four from the Industry

From THE DAILY Bureau

LONDON, June 11.—The Queen's Birthday Honours List, announced today, includes awards of the CBE (Commander British Empire) to actor Jack Hawkins, screen writer Terence Rattigan, actress Celia Johnson, and screen writer and radio and television producer Val Gielgud.

Gielgud already holds the OBE (Order British Empire) and is now promoted to CBE.

Fox Signs Cummings To Long-Term Pact

From THE DAILY Bureau

HOLLYWOOD, June 11. – Jack Cummings, long one of industry's top producers, is the newest addition to the 20th Century-Fox roster of producers, it was announced yesterday by Buddy Adler.

Jack Cummings Productions, Inc., is title of his producing company, and Cummings will start operations at the Fox studios next Monday. He revealed that he and Adler already have several properties under consideration for filming under his long-term contract.

Television Today

Foreign Regional Heads Appointed by SMPTE

In a move to encourage wider participation in its technical paper program, the Society of Motion Picture and Television Engineers has announced the designation of National Regional Chairmen for countries outside the United States and Canada. These chairmen are expected to stimulate the flow of technical papers from the more than 500 members of the SMPTE who are foreign nationals, for publication in the Society's Journal. One has already been received from Kiyohiko Shimasaki, managing director, Motion Picture Engineering Society of Japan.

Five in This Hemisphere

Representation in the Western Hemisphere countries includes Argentina: Pablo Tabernero, Laboratorios Alex, S.A., Buenos Aires. Brazil: Oswaldo C. Kemeni, Rex Filme, S.A., Sao Paulo. Colombia: Pablo E. Carrasco, Kodak Colombiana, Ltd., Bogota. Mexico: Robert E. Leslie, Kodak Mexicana, Ltd., Mexico City, and Venezuela: Alfredo J. Rosiano, Bolivar Films, C. A., Caracas.

In Europe, the SMPTE will be represented in eight countries. In Denmark: Michael M. Jacobsen, Filmtech Copenhagen. France: Jean Vivie, Association Francaise Des Ingenieurs et Techniciens du Cinema, Paris. Germany: Dr. Adolf Kochs, Bavaria-Filmkunst AG, Munich. Great Britain: Leslie Knopp, The Cinematograph Exhibitors Association of Great Britain and Ireland, London. Italy: Mario Calzini, Tecnostampa Labs, Rome. The Netherlands: R. Vermeulen, Philips Research Laboratories, Eindhoven. Sweden: Ostend Soderlund, Hasselblads Fotografiska, Stockholm, and Switzerland: Edgar Gretener, Zurich.

Processing in India

The papers from the Asian and Australasian continents will be processed in India by Jack Kershaw, Kodak, Ltd., Bombay. Japan: Kiyohiko Shimasaki, Motion Picture Engineering Society of Japan, Inc., Tokyo. Philippines: P. G. Mabanta, Kodak Philippines, Ltd., Manila. Australia: P. H. Budden, Commonwealth Film Labs, Camperdown, N.S.W., and in New Zealand by M. J. Ashley, National Film Unit, Wellington.

Dr. Coffin Elected Research Council Head

Dr. Thomas E. Coffin, director of research for the National Broadcasting Company, was elected president of the Radio and Television Research Council at the organization's monthly meeting this week.

Also elected officers of the council —an association of professional research people in the broadcasting field —were Mrs. Mary MeKenna, director of research and sales development for radio station WNEW, who was elected vice-president, and Marian Jackson, media research supervisor at Foote, Cone and Belding advertising agency, who was elected secretary-treasurer.

KRS Accepts

(Continued from page 1)

plan, or to the distributor concerned. Net takings are defined as gross box office takings less entertainment tax and British Film Fund Agency levy and payments to charities under the Sunday Opening Act. The contract clause will be ineffective until an industry memorandum setting up the Film Industry Defense Organisation is signed by all the parties concerned, but that is now assured.

Under the plan a producer desiring to sell a picture to television must first offer the rights to the Industry Defense Organisation. If he fails to so so, his pictures will be boycotted by all exhibitor members of the Cinematograph Exhibitors Association. If any exhibitor fails to observe the boycott, members of the KRS agree not to service that exhibitor with film.

Radio, TV Set Sales Drop in Jan.-Apr. Period

From THE DAILY Bureau

WASHINGTON, June 11. – Consumers bought fewer radio and television receivers at retail in April compared with March, the Electronic Industries Association announced today. Less spending for such items was also recorded by EIA in comparison with April a year ago. Television sales in April totaled 243,132 compared with 416,756 sold in March and 337,965 TV sets sold in April 1957.

Cumulative television sales during the January-April period totaled 1,690,101 compared with 2,020,876 TV receivers sold during the corresponding four-month period in 1957.

Consumers bought 402,283 radios, excluding auto receivers, during April compared with 538,963 radios sold at retail during March and 543,092 radios sold during April 1957, excluding auto sets.

Hallmark Slates Six Productions on NBC

"The Hallmark Hall of Fame" program will present five 90-minute productions and an original one-hour Christmas show, all in color, on the NBC-TV Network next season. Announcement was made jointly by Joyce C. Hall, president, Hallmark Cards, Inc., and Robert E. Kintner, executive vice-president, NBC Television.

The series will be produced by Milberg Productions.

"No. 1 Boxoffice Champion!"

-VARIETY

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SOUTH PACIFIC

The Greatest Show IN TODD-AO!

Has grossed to date

$2,297,340.25

In only 23 engagements, playing only 10 shows per week!

And this is only the beginning!

12th week **New York** • 11th week **Miami Beach, Chicago, Philadelphia**
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3rd week **Buffalo, Los Angeles** • 2nd week **Atlantic City, Seattle, Portland**

And in LONDON & MANCHESTER, England

SOLD OUT SINCE OPENING!

NOTE — 'SOUTH PACIFIC' will be shown only in TODD-AO indefinitely!

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That
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MOTION PICTURE DAILY

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VOL. 83, NO. 115 NEW YORK, U.S.A., FRIDAY, JUNE 13, 1958 TEN CENTS

EDITORIAL

Time of Decision

By Sherwin Kane

AS THE TRADE awaits the setting of the date for Business-Building Day when campaign fund raising meetings will be held in all key cities, exhibitor contributions continue to trickle in at a disturbingly slow pace. The total of all cash contributions to date passed the $60,000 mark yesterday.

There is needed $300,000 for the initial 60-day radio promotion campaign alone, so that even after distribution has matched the cash on hand there is available less than half the amount required for the initial project.

Exhibitor pledges are another matter. They are being received in fairly good volume and at a consistent rate. However, distribution is not matching pledges. It is matching cash contributions only.

•

In addition to the fact that pledges cannot be counted—nor used—as cash contributions, there are two other factors which tend to slow down the financing of the all-industry business-building campaign. One, quite obviously, is that an insufficient number of exhibitors are among the contributors to date. The other is that a large number of those that have sent in contributions have elected to employ the six-payment plan instead of sending in their entire contribution in a lump sum.

On the matter of exhibitors who have not yet been heard from at all, it is particularly disturbing to note that some of the largest circuits have given no indication of their intention to support the campaign. Among these, most notably, are the dominant circuits in the Far West and in the South. To all appearances they are among those that not only can most easily afford the contribution but which, also, stand to benefit the most from it.

•

It is to be recalled that when Hollywood failed to deliver its personalities for the proposed promotional star tours some months back, there was widespread resentment among exhibitors everywhere.

Are exhibitors to be found guilty not only of the failing they condemned in Hollywood, but also of being unwilling to help themselves?

The next few weeks will provide the answer.

Drive-in Patrons Become 'Selective'; Change Booking Policy in N. Y. State

Special to THE DAILY

ALBANY, N. Y., June 12—Drive-in theatre patrons in this area are becoming more "discriminating and selective" and thereby causing a change in booking policies, according to Robert Lamont of Lamont Drive-Ins, which operates in Kingston, Rotterdam Junction, Vail Mills and Leeds.

Patrons are demonstrating a strong preference for "big pictures," he explained, and drive-ins are now playing top product on weekends. This constitutes a reversal of previous policy, under which top features often were shown at mid-week on the theory that weekend business would be substantial regardless of the films shown. As a result of this trend product has assumed a new importance in outdoor theatre operation, Lamont said.

Some drive-in operators had expressed the fear that long-running "blockbusters" might hurt business at the concession stand. This was based

(*Continued on page* 2)

Columbia to Release Seven Films in July

Columbia Pictures will release seven films in July, its biggest one-month schedule in many years, Rube Jackter, general sales manager, has announced. Heading the releases will be three designated as Columbia "Super Seven" films—"The Key," "Gunman's Walk," and "The Revenge of Frankenstein."

The other pictures are "The Camp on Blood Island," "The Snorkel," "Curse of the Demon," and "Life Begins at 17."

DeMille to Testify on Labor-Management Relations

From THE DAILY Bureau

WASHINGTON, June 12. — Film producer Cecil B. DeMille will testify before a House Labor Subcommittee Monday on labor-management relations.

The subcommittee has asked DeMille's views on possible amendments to the Taft-Hartley Law to improve labor-management relations and to safeguard the rights of individual citizens. Chairman Perkins (D., Ky.) said DeMille's testimony was being sought "because of his great contribution to the motion picture industry and the prestige he enjoys with millions of Americans."

Kansas City Projectionists Agree on One-Man Booth

Special to THE DAILY

KANSAS CITY, Mo., June 12.—Local theatre exhibitors have reached an agreement with officials of the Motion Picture Operators Union which will provide in effect for one-man projection booths here. Both sides are reported to have made concessions in settling a contract dispute.

Union requirements that theatres employ more personnel "than are reasonably needed" were discussed by the board of directors of Allied States Association at its annual meeting in Baltimore late last month. Allied is seeking to meet with IATSE officials and others to discuss the issue.

House Unit Approves Loans for Railroads

From THE DAILY Bureau

WASHINGTON, June 12. — The House Commerce Committee today approved a bill for government guarantees of private loans to railroads.

The bill is similar to one passed by the Senate yesterday and makes it vir-

(*Continued on page* 2)

Videotape Discussion Features FPA Showcase

Videotape, while it still has many limitations in its application to television commercials, is overcoming them and "within six months to a year" will be a valuable tool in that

(*Continued on page* 2)

Hearings June 26 on TV Rating Services

From THE DAILY Bureau

WASHINGTON, June 12. — The Senate Commerce Committee announced it would start hearings June 26 on television rating services.

These are the services that measure

(*Continued on page* 6)

On Admissions

Final Chance For Tax Cut on Senate Floor

Would Now Have to Be In Separate Amendment

From THE DAILY Bureau

WASHINGTON, June 12.—The Senate Finance Committee approved without change a House-passed bill to continue present corporate and excise tax rates another year.

The bill is expected to come up on the floor early next week. and a strong fight is expected then to cut the transportation tax. If that should succeed, it would open the way for attempts to cut other excises, including possibly the admissions tax.

The committee today tabled a

(*Continued on page* 2)

Largest Turnout Yet At Annual Golf Fete

Over 200 golfers, gin rummy players and just plain "relaxers" took advantage of yesterday's perfect weather (after four days of rain) to attend the seventh annual film industry golf tournament at the Vernon Hills Country Club at Tuckahoe, N.Y. Attend-

(*Continued on page* 3)

Embassy Trial Hears Ed Zabel Deposition

Special to THE DAILY

SAN FRANCISCO, June 12.—Product splitting which purportedly left independent theatres out in the cold for the first run rentals was detailed in Federal Court here today in the Embassy Theatre eight-million-dollar anti-trust suit against Paramount Pictures, National Theatres and others. The evidence was adduced from the

(*Continued on page* 2)

Television Today Page 6

PERSONAL MENTION

SAMUEL BRONSTON, producer, will leave New York today for Spain.

•

JOHN J. O'CONNOR, vice-president of Universal Pictures, this week became a grandfather for the second time when his daughter, MRS. JAMES DANIEL VAUGHN, Jr., gave birth at New Rochelle Hospital to a son, JAMES DANIEL VAUGHN, III.

•

ALLEN M. WIDEM, motion picture editor of the "Hartford Times," will leave there today for Chicago. He will return on Tuesday.

•

LOIS HALPERN, wife of BEN HALPERN of United Artists Television, gave birth here yesterday to a son, ANDREW JAMES, at Lenox Hill Hospital.

•

JERRY ADLER, of NBC's London office, will return to England from New York tomorrow via B.O.A.C.

•

STANLEY KRAMER will leave Hollywood at the weekend for New York.

•

MORRIS KEPNER, of the Burnside Theatre Corp., East Hartford, has returned there from New York.

•

NORMAN ROSEMONT, general manager of Lowal, Inc. (Lerner and Loewe) will leave New York tomorrow for Europe.

•

PAUL GREGORY, producer, will come to New York over the weekend from Hollywood.

O'Neil Buys Interest in Electrotype Company

Thomas F. O'Neil, president of RKO Teleradio Pictures, and associates have purchased controlling interest in the National Electrotype Co. here, leading manufacturer of electrotypes, mats and plastic plates. Associated with O'Neil in the new ownership are William J. Mahon, who will serve as chairman of the board, and William M. Regan, who has been elected president of the company.

Dutch to See Cinerama

DETROIT, June 12. – Frank Upton of the Music Hall Theatre believes he has a world-record long distance order for seats written in for "Search for Paradise." Reservation came 4,000 miles from Holland and was for 31 tickets for a party of Dutch tourists.

Embassy Trial

(Continued from page 1)

pre-trial deposition of Ed Zabel, former chief buyer for National Theatres.

Zabel's sworn statement revealed that Blumenfeld Theatres had an arrangement with Fox West Coast Theatres to split rentals on a 50-50 basis for Warner Brothers and United Artists films in Oakland, Sacramento, Stockton and Berkeley.

After Embassy attorney Robert D. Raven had completed reading of the Zabel deposition he called Charles M. Thall, former assistant Northern California division manager for FWC, who is expected to occupy the witness stand for several days in what the plaintiff hopes will be an elaboration and substantiation of the testimony in Zabel's deposition.

Proceedings Stormy

Thall had been waiting more than a week to be called to the stand but frequent outbursts between opposing counsel over defense objections delayed the start of his testimony.

FWC attorney Arthur B. Dunne objected vigorously to portions of the Zabel testimony on the ground that Raven was going far afield beyond the exhibition territory affecting the Embassy box-office, but Judge Edward P. Murphy overruled the defense lawyer by stating.

"You can't prove a conspiracy, either civil or criminal, by just segregating it and confining it to the limitations to which counsel for all the defendants seem to want to confine it."

On completion of Thall's testimony, he will be followed on the stand by several other subpoaened FWC executives.

House Unit Okays

(Continued from page 1)

tually certain that this type of relief will be voted the railroads by Congress this year.

Exhibitor Sam Pinanski has urged a similar program be proposed to help out film companies. The bill going through Congress now is frankly aimed at helping the railroads out of their current problems of raising money for modernizing, buying new equipment, and operating.

The bill approved by the House committee today puts no ceiling on the amount of private loans the government could guarantee. The Senate-approved bill has a $700,000,000 ceiling.

Set 2 'Vikings' Dates

Kirk Douglas' "The Vikings" will have its first regional premieres in Chicago at the State Lake Theatre on June 17 and Los Angeles at the Wilshire Theatre on June 19.

Large Press Corps Will Cover 'Kings' Premiere

Special to THE DAILY

MONACO, June 12. – The largest press corps to invade this principality since the marriage of Prince Rainier and Hollywood star Grace Kelly is en route to cover the world premiere of the Frank Ross Production, "Kings Go Forth" at the New Gaumont Theatre on Saturday. Two days of festivities will be held in connection with the gala opening, with all proceeds going to the United Nations Refugee Fund.

Sinatra to Perform

The celebration will be highlighted by a one-man show by Frank Sinatra at the International Sporting Club of Monte Carlo following the showing of the film in which he stars with Tony Curtis and Natalie Wood.

Arthur B. Krim, president of United Artists; producer Ross, Charles Smadja, UA vice-president in charge of European production; Francis Winikus, UA representative in Paris, and Mort Nathanson, UA publicity manager, are en route here for the premiere, which is attracting celebrities from two continents.

Drive-in Patrons

(Continued from page 1)

on the belief that patrons want to eat sometime after the first 90 minutes, while some of the newer pictures run well over two hours.

Lamont has found, on the other hand, that concession business holds up well when such pictures are shown. The customers make purchases at the end of a three-hour stretch—now around 11:30 P.M.—and return to their cars for the second feature. This naturally makes the exit hour very late.

Would Welcome 'Break-Time'

Although he had not yet seen one, Lamont said he welcomed the news that 20th Century-Fox will provide prints with a drive-in "break time." This avoids the arbitrary interruption of long-running films.

With an improvement in weather Lamont said he looks for a drive-in season "as good as last year's."

NLRB Opens Hearing On AFM-MGA Row

From THE DAILY Bureau

HOLLYWOOD, June 12. – The National Labor Relations Board today opened hearings on the jurisdictional dispute between the American Federation of Musicians Local 47 and the newly-formed Musicians Guild of America.

The latter seeks representation rights to negotiate with major film studios.

The hearing will continue tomorrow.

Final Chanc

(Continued from page 1)

motion by Senator Douglas (D., Il for a $6,000,000,000 tax cut on in viduals, small corporations and cises. The motion included repeal the admissions tax. Douglas will of his motion on the Senate floor it is certain to be rejected the The only chance for admissions tax lief would come either in a separ amendment or in one covering cises only. Sentiment is overwhel ingly against broad individual or c porate tax cuts,.

No Cuts Discussed

The transportation tax amendm was not offered in the finance comm tee this morning because, accordi to Senator Smathers (D., Fla.), backer, "the climate and timing w not right." Nor were any other exc cuts discussed today, members said.

The bill approved by the committ is requested by the Administrati It would continue the 52 per cent c porate tax rate until June 30, 19 and also various excise rates rais during the Korea War.

The House Ways and Means Co mittee, meanwhile, continued exe tive session work on its small busin tax relief bill, but made no decisio and will go back to work tomorro

Videotape Talks

(Continued from page 1)

field. That was the consensus of forum conducted at the conclusion a TV Commercials Showcase stag here yesterday afternoon by the Fi Producers Association.

The Showcase, conducted by t FPA at the Avon theatre, was tended by over 300 advertisi agency and network executives a production people.

Members of the forum were W liam Unger, Martin Ransohoff a Walter Lowendahl for the FPA, a Saul Jeffee of Movielab, Chris Vale tine of McCann-Erickson, and W liam Trevarthen of ABC, who we guests.

Preceding the forum 35 TV co mercials, including nine examples color, were shown to illustrate vario new techniques and uses of materi each illustrating a particular produ tion value.

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PEOPLE

William S. Reisman, formerly foreign film editor for 20th Century-Fox, was ordained to the diaconate of the Protestant Episcopal Church yesterday at ceremonies in the Cathedral of St. John the Divine here. He is the son of the late Phil Reisman, former RKO Radio vice-president in charge of foreign distribution, and brother of Phil Reisman, Jr.

□

Boris D. Kaplan, Columbia Pictures producer for the past year, has been signed to a new long-term contract. He currently has "Bent's Fort," from the David Lavender novel, in preparation.

□

William Gordon has joined William Goetz Productions at Columbia Pictures in Hollywood in an executive capacity. He will be concerned initially with production preparations for the forthcoming "They Came to Cordura" and "The Mountain Road."

□

Mrs. Jean Picker Firstenberg, daughter of **Eugene Picker,** Loew's Theatres vice-president, has been graduated Summa Cum Laude by the School of Public Relations and Communications of Boston University.

□

Leonard J. Grant, former producer-director with the Emil Mogul Advertising Agency here, has been named production supervisor of Lawrence-Schnitzler Production, Hollywood, producer of television commercials.

□

Edward G. Chumley, U. S. and Canadian sales manager for "The Ten Commandments," will hold a trade press conference today at the home office of Paramount Pictures.

□

Glenn Ford will appear as honor guest at the dedication of the new Santa Monica City Auditorium, Sunday and will introduce the final speakers at the four-hour ceremony. Ford was reared in Santa Monica and is a graduate of Santa Monica High School.

Rappaport Buys House

BALTIMORE, June 12. – Isador M. Rappaport, head of the Rappaport Theatres, has purchased the Aurora Theatre, midtown subsequent-run house, from the Paradise Amusement Co. Extensive improvements will be made.

'Happy' Here June 18

Universal - International's "This Happy Feeling" will have its dual New York premiere at the Mayfair and Guild Theatres on Wednesday, June 18.

Record Crowd at Golf Tourney

(*Continued from page 1*)

ance at the event, sponsored by New York's Cinema Lodge of B'nai B'rith, was reported the largest turnout to date.

Winners of the top prizes in the golf competition were: low net, David Senft; low gross, Arkie Trento; low net runner-up, J. W. Cosby; low gross runner-up, Ed Fabian.

Putting Contest Held

Winner of the putting contest was Charles Alicoate, closely followed by Sam Haims and Ernie Moross. The best driver was Phil Isaacs, with place and show going, respectively, to Gorden Hedwig and Fred Hyman.

Nearest to a hole-in-one was Al Fitter, followed by Alex Schimel and Bernard Birnbaum.

"Most improved golfer" was held to be Abe Dickstein, while Harry Sellerman, this year, was termed the best-dressed. Booby prize went to Ted Minsky.

First to arrive at the scene of battle was Chic Aaronson, while the "most birdies" laurel was placed on the brow of Sam Stern.

Foursome Winners

Foursome winners were: Chic Aaronson, Fred Hyman, George Hornstein, Abe Bollinger, George Trilling, Sam Stern, Sala Hassenein, Leo Hoffman, Seymour Florin, Allen Smith, Ed Fabian, Adrian Ettleson, Lou Fischler, Joseph Margolies, Irving Moross, Abe Dash, Morey Goldstein, Wilfred Smith, Jimmy Kriegsman, Arkie Trento, Frank Damis, Clem Perry, John Fitzpatrick, Si Fabian, Max Steinberg, Milton Zeiger, Jack Schaeffer and George di Martini.

Perry Acquires Univ. Rights to 'Ataturk'

Nick Perry, independent producer, has acquired from Universal-International, an option to the rights which U-I has in "Ataturk," the life story of Kemel Ataturk, the builder of the new Turkey and one of the foremost national leaders of modern times. These rights include the rights to the book "Ghost on Horseback" by Ray Brock and to the script by Borden Chase.

Perry plans to produce "Ataturk" upon completion of his production and distribution arrangements. Exteriors will be shot in Turkey and interiors in Rome, according to Perry.

Brotherhood Awards

Theatre managers who obtained the best results in the 1958 Brotherhood campaign will be awarded savings bonds at a luncheon to be held in the Waldorf Astoria Hotel here on June 23. The affair, an annual one, will be presided over by Harold Rinzler, chairman of the Metropolitan New York exhibitors division of the campaign.

'Windjammer' Big Here

"Windjammer," first picture in the Cinemiracle process, has grossed better than a half million dollars in the first nine weeks of its run at the Roxy Theatre here, the management reports.

New Title for Jarratt

LONDON, June 12. – Sir Arthur William Jarratt, president of the Kinematograph Renters Society, has been made a Knight Commander of the Victorian Order in the Queen's Birthday honours list.

WOMPI Holds Dance

ATLANTA, June 12. – The Atlanta WOMPI held its annual dinner dance and installation of officers for the year at the local Variety Club.

Eby Slates Five More Regional Variety Meets

George Eby, international chief barker of Variety Clubs, has scheduled regional meetings in five other cities to follow the one he will hold here at the Hotel Warwick next Wednesday. On that same day Tent No. 35 will pay tribute to the Variety international officers at a special membership luncheon at Toots Shor's Restaurant.

Eby has set other regional meets in Cleveland (June 19), Chicago (20), Atlanta (24), Los Angeles (26) and Dallas (July 1). The meetings will cover plans for fund raising and a discussion panel on the charitable activities of the different tents, among other topics.

Opening Day Gross for 'Vikings' at $12,000

Kirk Douglas' "The Vikings" was heading for a combined gross for the first day of its dual run at the Astor and Victoria Theatres here of $12,000 late yesterday afternoon, United Artists reported.

The gross at the Astor was estimated at $7,000 or more, which UA said was an all-time record for one of its films at that theatre. Combined seating of the two theatres is 2,100.

Detroit Variety Dance

DETROIT, June 12. – The Barkerettes, women's auxiliary of Variety Club, held a spring dance at the club's headquarters. The affair featured refreshments and entertainment and was the first such venture of the newly-formed organization.

Plans Philippines Film

Hans Schulman, independent producer of Holland, is setting up a new company to shoot "Blood on the Rising Sun," a book to be published by Boris De Tanko, in the Philippines. Screen play will be prepared by Charles Oxton.

National Pre-Selling

"LIFE" selected "No Time for Sergeants" for review in their June 9 issue because the motion picture editor said "It is one of the funniest things to come along this year." A photo from one of the most hilarious scenes in the film leads off the article. It is a scene in an Air Force 'bathroom' where some of the utilitarian fixtures are shown coming to attention during the commanding officer's inspection tour.

"Life" photographed Jack Warner and Director Le Roy so thoroughly enjoying one of the comedy scenes that they slowed up production of their film of a Georgia hill-billy played by Andy Griffith.

•

The stormy success story of Harry Belafonte was written by Eleanor Harris for the May issue of "Redbook." This angry young man born in New York speaks frankly of love, ambition and what it means to be a Negro. We enjoyed reading the article. His next film is titled "End of the World."

•

Edwin Miller of Seventeen traveled to West Berlin where UI's "A Time to Love and a Time to Die" based on Erich Maria Remarque's World War II novel was being filmed. Miller brought back an interest provoking photo of the film's stars John Gavin and Lilo Pulver which appears across a two page spread in the June issue.

Miller wrote biographies of these two stars which appear along side of the photo. Emotionally and mentally these two stars are poles apart and it is our humble guess that these opposite personalities will make an electrifying team.

•

Bob Hope reports his visit to Russia in the June 10 issue of "Look." He has a series of conferences with some of the toughest Soviet officials, including Minister of Culture Mikhailon.

Bob found the Russians particularly responsive to the international language of laughter. He said "they can be reached through it. They openly hunger for American humor, music and talent."

The leader of a trio-piano, guitar and bass who Hope was particularly impressed with pleaded with him for the latest American arrangements. Visitors to Moscow Hotel from Outer Mongolia, Uzbeks and Georgia requested the orchestra play old Glenn Miller arrangements.

Bob concluded by saying "I'm glad I made my trip to Moscow. I saw a ray of hope for a divided world when I found I was able to laugh with the Russians." Hope's latest film "Paris Holiday" is having an extended run on Broadway.

WALTER HAAS

Motion Picture Daily Feature Reviews

The Space Children

Paramount

HOLLYWOOD, June 12

A highly imaginative, intriguing force, shapeless in contour, yet resembling a brain and puffing eyeballs that glow is the focal interest in this science-fiction fare. "Space Children" will be sold in a combination package program with another Paramount feature, "The Colossus of New York."

William Alland, a master producer of science-fiction shockers, leans on a Biblical quotation for the thought-provoking premise of the story: "Yea, I say verily unto you, except ye become as little children, ye shall not enter the kingdom of heaven." This quotation is filtered through the screenplay by Bernard C. Schoenfeld, from the story by Tom Filer, in which a group of children, led by Michael Ray, find the object in a cave on a beach front near their temporary trailer homes, on a guarded site where their parents are involved in the launching of new guided missile. The missile has a war head greater than any of its predecessors.

The living mass sends thought waves to the children which causes them to prevent the successful launching of the missile. The men are powerless to destroy the mass, but realize as it makes its way skyward through a shielding ray that building a better war head is no solution to finding peace in the world. The film was directed by Jack Arnold, with an impressive musical score by Van Cleave.

Running time, 69 minutes. General classification. Release, in June.

SAMUEL D. BERNS

The Colossus of New York

Paramount

HOLLYWOOD, June 12

Producer William Alland, a champion at building suspense and intrigue through the use of highly imaginative gadgets to satisfy science-fiction thrill seekers, has evolved a monster a la Frankenstein, with the brain of a genius and eyes capable of emitting a death ray. This feature will be sold in a combination show with another of Alland's productions, "The Space Children."

John Baragrey, Mala Powers, Otto Kruger and Robert Hutton handle their co-starring roles with a degree of sincerity to offset some of the incredulous situations and effects drawn from the Thelma Schnee script and story by Willis Goldbeck.

John P. Fulton's special photographic effects, and direction by Eugene Lourie supply the adhesive for a story which has Kruger transferring the brain of his peace-prize winning son, killed in an accident, to that of a monster which he creates in collaboration with another son, Baragrey, who is also a genius. Miss Powers, widow of the peace-prize winner, and her son are subjected to some of the monster's antics—the son having a better "in" with the brain.

In a climax which takes place in the foyer of the United Nations' building, the colossus, who has become cynical and evil, uses his death ray eyes on a number of innocents, until the boy pulls a lever on his body to destroy him.

Running time, 70 minutes. General classification. Release, in June.

S. D. B.

Kings Go Forth

Frank Ross—United Artists

THERE ARE POTENT box office ingredients in this story of World War II action involving Frank Sinatra and Tony Curtis, which gives equal attention to their romantic triangle with Natalie Wood. With miscegenation as a central theme of the romance, the picture will be of added interest to most audiences, albeit a controversial one to some. Regardless, it is sure to be talked about with resultant curiosity certain to benefit the picture.

The Frank Ross production, from the novel of the same title by Joe David Brown, is top drawer. Picturesque French Riviera backgrounds contrast vividly with scenes of war and destruction in the nearby mountains and valleys as the American troops hammer their way northward in late 1944. Delmer Daves' direction is effective and the performances of the principals are uniformly good.

Sinatra is a combat-weary lieutenant who meets Miss Wood while on a weekend leave on the Riviera. He falls in love with her and learns that her father, now dead, was a wealthy American Negro; her mother, played by Leora Dana, a white social worker, who had brought her to France to raise her free of prejudice, when she was an infant. Upset by the knowledge of her parentage, Sinatra nevertheless returns to court the girl at every opportunity.

Curtis is assigned to Sinatra's outfit as a radioman. His moneyed, collegiate background arouse the instantaneous animosity of Sinatra, who had known an impoverished youth and no unearned privileges in the business world. After bearing down hard on his non-com for a time, Sinatra relents after Curtis displays instances of outstanding bravery. On leave together, Curtis meets Miss Wood and sweeps the girl off her feet. Curtis tells Sinatra he is in love with the girl and wants to marry her. Sinatra informs him of the girl's mixed parentage but Curtis insists that doesn't matter.

ULTIMATELY, Sinatra learns that the Army permission granted Curtis to marry Miss Wood has been ignored by the youth for some time and he forces an admission from him in the girl's presence that he has no intention of marrying her. Disillusioned, the girl attempts suicide but is rescued. Sinatra vows to kill Curtis.

The two are dispatched on a dangerous mission at this juncture which succeeds, but in attempting to return to their own lines Curtis is killed and Sinatra badly wounded. Hospitalized for months, the war is over when Sinatra finally is released. He decides to return to America and before leaving pays a visit to Miss Wood at her family home on the Riviera. There he finds her single, but happy in her work of teaching war-orphaned children.

The ending is inconclusive, solving none of the problems raised or suggested by what has gone before, and in that respect is unsatisfactory.

In addition to those of the principals, good performances are given by Miss Dana as the girl's mother, Karl Swenson as Sinatra's superior officer; Anne Codee as proprietress of a French cafe, and Jackie Berthe as a French war orphan. Merle Miller wrote the screenplay.

With its cast, action and offbeat romance the picture offers plenty for the alert showman to sell.

Running time, 109 minutes. General classification. Release, in July.

SHERWIN KANE

The Camp on Blood Island

Hammer—Columbia

Hammer Films, the British production outfit current making a very successful mark in this country with its artfullly conceived horror films ("Horror of Dracula"), is represented now by a grim drama of P.O.W.'s held by sadistic Japanese in World War II. "The Camp on Blood Island" is not a horror film in the strict exhibition sense of the word, though it has some horrifying incidents. Rather it is a drama of sensational design aimed for the exploitation market.

Like most exploitation-sensation dramas, it tackles its subject with a primitive all-black or all-white approach. The Japanese villains of the piece are as brutal and psychopathic a lot as ever were employed by film makers back in the days of World War II. One might purposefully ask what good such an over-simplified presentation of fact or fiction serves today.

On the credit side, however, the film has an exceptionally neat screenplay and it has been directed with a good deal of intelligence as to what keeps a motion picture moving and suspenseful. It is certainly not dull.

The locale is a small jungle island, somewhere in the Malayan archipelago in the final days of World War II. On the island are two prison camps, one for men and one for women, commanded by a near-mad Japanese colonel who has vowed to kill all his prisoners should the Allies win the war. The story concerns the valiant and frantic efforts of the prisoners, who have a secret radio, to keep the news of the Allied victory from the colonel until a rescue mission arrives. How they succeed, and the terrible price in lives and torture they must pay, makes for an always exciting film and one that occasionally touches on true heroism.

The cast is very good, though probably totally unknown in these parts. Especially effective are Andre Morell, as the British colonel who masterminds the prisoners' plans for salvation; Carl Mohner, as a Dutch planter, and Walter Fitzgerald, as a British Colonial Office official. Jon Manchip White and Val Guest wrote the screenplay from a story by White. Guest directed and Anthony Hinds produced. Michael Carreras was executive producer. All quite obviously know their trade. The film has been photographed in what Columbia calls Megascope, which approximates the CinemaScope ratio. It's a Hammer Film Production.

Running time, 81 minutes. General classification. Release, in July.

VINCENT CANBY

New Method of Color Ads for Newspapers

A new method of full color advertising in newspapers will be launched this morning in the "New York Herald Tribune." Developed by Young & Rubicam, the ads, instead of being printed in colored ink on newsprint in the regular run of the paper, are pre-printed in lithographic ink on coated paper in a continuous roll.

This roll is fed into the end of the rotary press run with the rest of the paper and appears as a fly sheet in the finished, folded paper. First advertisers are General Foods and the Moore McCormack Lines.

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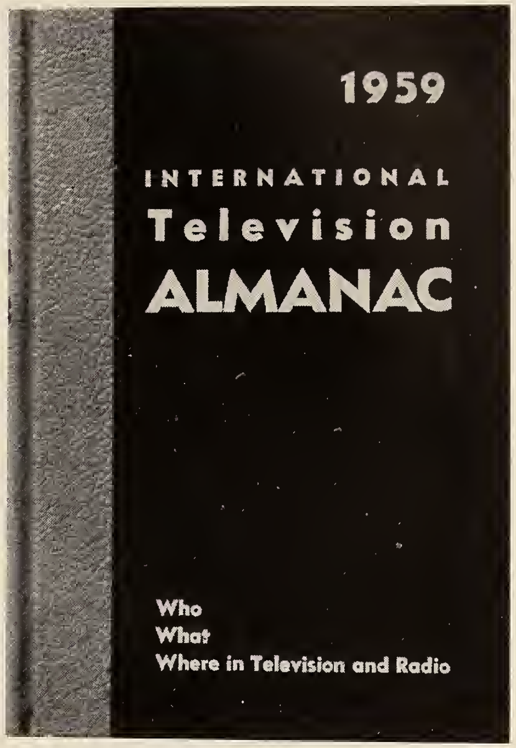
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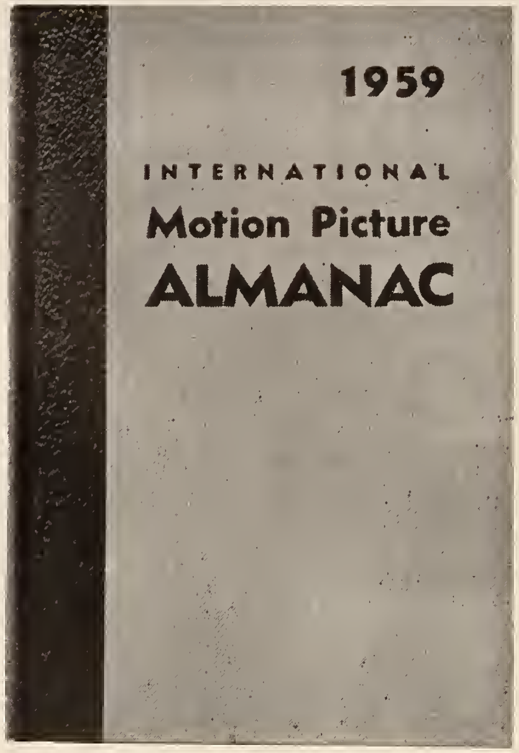
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FEATURE REVIEWS

Desert Hell

Regal—20th-Fox—Regalscope

HOLLYWOOD, June 12

Charles Marquis Warren, executive producer and director of this French Foreign Legion story, found an offbeat opportunity to prove singer Johnny Desmond's ability as an actor, and added his name to this Brian Keith-Barbara Hale vehicle for marquee bait. Outstanding among the character portrayals of the nearly-all male cast, is Richard Denning, in the role of a bearded French legionnaire.

Warren's story, scripted by Endre Boehm, and produced by Robert Stabler, is built on the premise that 25 years of peace in the desert is threatened by dissident Tuareg tribesmen who are anxious to start a holy war by having their holy leader shot as he emerges from a legion outpost, and then blame the shoooting on the legionnaires.

Most of the action takes place in the desert, after it is established that Keith's wife, played by Miss Hale, is hurt by the knowledge of Keith's past and finds Desmond more attractive. The conflict between the two men is resented by the troop under Keith's command, as they attempt to reach the garrison through desert-laden "unseeable" Arabs. Most of the men are killed, including Keith; but Desmond is able to get through in time to warn the holy leader and prevent a desert war.

Cood direction and a fine musical background by Raoul Kraushaar give the film a lift.

Running time, 82 minutes. General classification. Release, in June.

S. D. B.

Attack of the 50 Foot Woman

Woolner—Allied Artists

GROTON, Conn., June 12

The Woolner Bros., no strangers at the precarious task of admirably predicting marketing trends in this industry, are releasing this science-fiction entry via Allied Artists. At the outset, it's assumed that packaging "Attack of the 50 Foot Woman" with "War of the Satellites" is indication of guaranteed audience reaction. Together, the two releases aggregate more than two hours running time, ample indeed for the particular audience in mind.

Producer Bernard Woolner and director Nathan Hertz, working from a Mark Hanna screenplay, relate the story of a wealthy woman (Allison Hayes), who proceeds to grow, suddenly, tragically, from normal size to a towering 50 feet after suffering radiation burns in a chance desert encounter with an outer space satellite. From this point on it's a downhill ride for our pivotal character, she sets forth to kill her husband who's been romantically inclined towards another female. Miss Hayes is eventually killed off by the pursuing gendarmes. Jacques Marquette, executive producer, supervised photography.

Running time, 66 minutes. General classification. Release, current.

A.M.W.

The Snorkel

Columbia

HOLLYWOOD, June 12

An unusual method employed to commit murder and make it look like suicide provides the intriguing basis for this British-made Hammer Film Production. In this case, a twin air-intake and exhaust tube device, normally used by underwater swimmers, known as a snorkel, becomes the perfect means by which the killer, played with dexterity by Peter Van Eyck, is able to breathe air while his victim is being asphyxiated by gas.

Good performances by Betta St. John and Mandy Miller, suspenseful direction by Guy Green, and interesting Italian backgrounds place the JimmyMyers-Peter Sangster screenplay, from the novel by Anthony Dawson, in an above average program class.

The shock-provoking action gets underway as Van Eyck uses the snorkel to supervise the "suicide" of his wife in a locked room, and then hides under a trap door near the fireplace until his wife is discovered by servants. Mandy Miller, his young stepdaughter, suspects him of having caused this death, as well as having deliberately drowned her real father. Mandy's governess, Betta St. John, taken with Van Eyck's manner and attention to her, tries to convince Mandy that it is just her imagination.

Mandy and her dog find a clue in the snorkel, hidden in Van Eyck's closet. This causes Van Eyck to poison the dog, and try to dispose of Mandy in the same manner that he did her mother.

This plan backfires as Mandy, rescued by Miss St. John and a policeman, insist they search the room for further clues of Van Eyck's hiding place. A heavy highboy is moved over the trap door in the search, and Mandy is still reprimanded for her imagination.

In an exciting climax, Mandy returns to the room by herself to make one last look around, and she hears Van Eyck's pleading voice beneath the floor to remove the highboy. With a great deal of satisfaction Mandy keeps repeating aloud that she doesn't hear anything; that it's only her imagination. The film could have ended there but producer Michael Carreras saw to it that Mandy found a moment to step into the police inspector's office to tip him off as to where he could find Van Eyck.

Running time, 75 minutes. Adult classification. Release, in June.

S. D. B.

Television Today

NBC Signs Affiliation Deal with WGR, Buffalo

The National Broadcasting Co. has signed a television affiliation agreement, effective October 1, with WGR-TV in Buffalo, N. Y., it was announced by Harry Bannister, NBC vice-president for station relations, and David C. Moore, president of Transcontinent Television Corp., owner of the Buffalo station.

At the time the contract becomes operative, NBC will discontinue operation of WBUF, the ultra high frequency station the company now owns and operates in Buffalo.

"NBC's experience in Buffalo demonstrates that this UHF station cannot compete effectively against multiple VHF stations in the same market, and its situations will worsen when the third VHF station assigned to Buffalo comes on the air," Bannister said. "The company has devoted maximum efforts and resources to develop a productive UHF service in Buffalo. Nevertheless, the station is not succeeding, either competitively, financially, or as a service to the public and the advertisers. NBC is investigating various other markets looking toward the possible acquisition and operation of a UHF station where the competitive handicaps are not so extreme, and where there may be a reasonable expectation of an effective operation."

New TV-Film Producer Rate, Data Service Set

Establishment of the "International Screen Production Handbook," a new publication service for sponsors, advertising agencies and producers, was announced yesterday by John E. Allen, general manager of the enterprise. An editorial office has been set up here, and publication offices in Park Ridge, N. J.

The new handbook will be issued in a loose-leaf binder with a periodic revision service to keep its data up to date. Revisions will be issued as changes are made in the working rules and wage scales of the production crafts and talent involved, and as raw stock and processing charges are altered.

Designed as a combination directory and working production manual, the handbook will cover all production centers in the U.S., Canada, Mexico, Cuba and Puerto Rico. Eventually it is intended to extend the information to world-wide centers.

TV Spots For 'Dracula'

Universal-International has set a large scale television spot campaign with NBC's New York television station WRCA in connection with the 100-theatre Greater New York multiple opening of "Horror of Dracula," starting Friday, June 27.

Hearings Se

(Continued from page 1)

audiences and popularity of TV programs. Chairman Magnuson (D Wash.) said many complaints abou the national rating services ha arisen during earlier committee hea ings on television, and that "thes have given rise to certain questions a to the possible effect of such rating upon the program services being fu nished the public."

Officials of American Research Bureau, Trendex, Pulse, and A. C. Neilsen have been asked to testify o their methods of operation.

Gins, Branon on Sales Staff of NTA Pictures

Joe Gins and Rovy F. Branon, tw veteran motion picture executives have been appointed to NTA Picture sales positions, H. H. Greenblatt NTA Pictures general manager, ha announced. Gins has been named t the post of sales manager, and Brano is the company's new Southeastern division manager. Branon will be i charge of sales in the Charlott N. C., Atlanta and Jacksonville area

Gins comes to NTA Pictures fro Universal Pictures, where he wa Eastern division manager. Branon formerly was manager of the Charlotte branch office for RKO. Branon replaces H. H. Hearn, who recently resigned.

Goldston, Morris Join Legal Staff of NTA

Attorneys Robert Goldston and Joseph Morris are recent additions t National Telefilm Associates' legal staff, H. I. Bucher, NTA general attorney, has announced. Goldston join NTA following a two-year association with Screen Gems and a similar period with the Trachtman and Wol law firm. Morris comes to NTA from DuMont Broadcasting Corporation, where he was assistant general counsel for three years. Prior to that he was with the theatrical law firm of Davis and Gilbert.

'Swamp Fox' Series Will Start Here on July 1

Production of a series of 13 half-hour television programs based on the life and adventures of Francis Marion, the Revolutionary war hero nicknamed "Swamp Fox," has been set for July 1 by Motion Picture Stages, Inc.

Comprehensive research activities concerning the exploits of the "Swamp Fox" have been completed during the last six months, and scripts for the 13 subjects are finished. Location shooting is planned for South Carolina and Florida.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 116 | NEW YORK, U.S.A., MONDAY, JUNE 16, 1958 | TEN CENTS

On Royalty Basis

'Ten' Is Now Open for Dates At Drive-ins

Paramount Sets Summer Plan; Rental 'Per-Person'

By JAMES D. IVERS

(Picture on Page 3)

Paramount Pictures is offering Cecil B. DeMille's "The Ten Commandments" to selected drive-in theatres this summer, subject to a special policy which includes a minimum of two weeks playing time and with film rental based on a per person royalty. The announcement of the policy

(*Continued on page* 3)

Business Building Will Keynote NT Convention

From THE DAILY Bureau

LOS ANGELES, June 15.—A three-day program, with the agenda dedicated to an analysis and round table discussion of stimulating business at the box office will be the key-

(*Continued on page* 2)

Warners May Decide on Move to Coast This Week

Jack L. Warner, president of Warner Bros., who arrived here from the Coast over the weekend, will confer during his New York visit with Serge Semenenko, a director and financial executive, and Benjamin Kalmenson, executive vice-president, on a proposal to move the company's headquarters to the Burbank studios.

Whichever way the decision goes, it is certain that a number of home office functions will continue to be based in New York.

RKO Theatres Strike Looms

A general membership meeting of Local H-63, Home Office Employes Union, has been called for tomorrow night to authorize support of a possible strike of RKO Theatre home office employes, Russell Moss, executive vice-president of the local, disclosed on Friday.

Moss said the strike action would result in picketing of all RKO theatres in Greater New York.

He charged that RKO Theatres,

(*Continued on page* 2)

AFM and MGA Agree To NLRB Consent Vote

From THE DAILY Bureau

HOLLYWOOD, June 15. — At the suggestion of the National Labor Relations Board, the American Federation of Musicians and the newly-formed Musicians Guild of America have agreed to a consent election to be held within the next three weeks, to determine jurisdictional authority for current negotiations with major film studio heads.

Slates Review of Medium

FCC Reaffirms Policy Regarding Toll TV

But Again Urges Interim Action by Congress as Guide to Commission

By J. A. OTTEN

WASHINGTON, June 15—The Federal Communications Commission declared over the weekend it would review the question of subscription television 30 days after Congress adjourned and, at the same time, prodded Congress to take action on the matter.

In a letter to House Commerce Committee chairman Oren Harris (D., Ark.) the commission said it "considers that its responsibilities call for careful review of the entire question after the adjournment of Congress, and will proceed to do so in the light of all the circumstances then prevailing."

Previously the commission had an-

(*Continued on page* 4)

Bresler Gives Views On Industry Today

By VINCENT CANBY

Reflecting his satisfaction with the fine public reception being given his newly opened United Artists release ("The Vikings"), producer Jerry Bresler at the weekend sat back in his suite at the Warwick Hotel here and talked expansively about the industry:

(*Continued on page* 4)

Exhibitors Should Work Closely with Town Clergymen, Mantzke Urges

Special to THE DAILY

MINNEAPOLIS, June 15—Pointing out that 60 per cent of the nation's population is affiliated with some religious denomination. Frank Mantzke, newly-elected president of North Central Allied, last week urged exhibitors to work closely with clergymen in their home towns.

Not only is it a wise public relations gesture, Mantzke declared in an NCA bulletin, but "it might help, not only to stop the evil of bingo, but to correct the misunderstanding between the church and the theatre." The NCA prexy added: "Check your grosses on 'A Man Called Peter,' 'The Robe,' 'The Ten Commandments' and 'Martin Luther' and you will find what a tie-up with a church can do for you."

Mantzke reported on his attendance at the Allied States board meeting in Baltimore and Washington at which exhibition leaders tackled a diverse list of industry problems including television competition, business-building, daylight saving, consent decree violations and bingo.

"If the film companies would give the theatres a steady flow of good pictures without holding them up for the holiday bookings, the customers would again flock to the theatres as they did

(*Continued on page* 4)

ACTC Pushing New Drive to Block Pay-TV

From THE DAILY Bureau

WASHINGTON, June 15.—The American Citizens Television Committee said it was launching a nation-wide drive to enlist individual members in its campaign to block pay television.

So far the group has been working chiefly through organization members, such as veterans groups and others. Now it is asking people to sign up as

(*Continued on page* 4)

TRADEWISE
on page 2
Television Today
on page 4

Pathé
CALL PATHÉ NOW FOR EVERY FILM NEED: IN B&W OR COLOR
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TRADE MARK

PERSONAL MENTION

HARRY MANDEL, RKO Theatres vice-president in charge of theatre operations, and Matty Polon, chief film buyer, will leave here today for Cincinnati, Dayton and Columbus.

•

Leo F. Samuels, president of Buena Vista, and Charles Levy, advertising-publicity director, are in Denver today from New York.

•

Kenneth N. Hargreaves, president of Rank Film Distributors of America, will leave New York today for Denver.

•

John J. O'Connor, vice-president of Universal Pictures, became a grandfather for the first time, not the second, as inadvertently reported here Friday. In the excitement Universal reported the birth of James Daniel Vaughan, III, to his daughter, Mrs. James Vaughan, as his second grandchild.

•

James H. Nicholson, president of American International Pictures, will leave Hollywood today for Albuquerque, N. M.

•

Norman Rosemont, general manager of Lowal, Inc. (Lerner and Loewe) sailed from New York on Saturday for Europe.

More Thall Testimony Today in Embassy Trial

Special to THE DAILY

SAN FRANCISCO, June 15—Having completed its presentation of damages allegedly suffered through inability to obtain first-run films because of a "conspiracy" among all major distributors and National Theatres and its subsidiaries, counsel for the owners of the Embassy Theatre has settled down to the task of attempting to prove such a conspiracy did exist in violation of the government anti-trust laws.

Due to return to the witness stand Monday is Charles M. Thall who, after nearly three decades, retired as Northern California division manager for Fox West Coast Theatres in 1946.

At the closing session last weekend in Federal Judge Edward P. Murphy's court, the veteran showman testified that bookings, clearances and availabilities were not worked out among the local exhibitors and distributors but instead were established at "the head offices" in either Los Angeles or New York. He frankly admitted local bookers and buyers had little to do with film licensing.

TRADEWISE

By ONLOOKER

DRIVING northward in the Shenandoah Valley last week we made a right turn into the Blue Ridge foothills near Winchester, Va., and on the edge of the small town of Millwood drove up to the hilltop home of Tyree Dillard, Jr., erstwhile right hand man to J. Robert Rubin in the Loew's-MGM home office legal department. Tyree handled a huge amount of work in connection with Loew's defense in the government's all-industry anti-trust suit until he entered naval service in 1942, and again after his discharge from service in 1945. When Rubin prepared to retire from Loew's in 1954, Nicholas M. Schenck then president, offered Tyree a seven-year contract as general counsel. Although a young man then and now, Ty had had his fill of the big city, and of the kind of life that goes with it. He had made up his mind to return to the green hills of his native Virginia and to the simpler life there of a country lawyer. And return he did. He has his law office in the nearby town of Berryville. . . . *Among the staff men he employed before leaving Loew's was a wide-eyed beginner, not long out of law school at the time, name of Benjamin Melniker. He is now vice-president, general counsel and a director of Loew's-MGM.* . . . Tyree, still a stockholder of Loew's, continues well posted on the company's affairs. Like most everyone else in the industry he has a great respect for Joe Vogel's accomplishments and unbounded confidence in his ability to put the company back in the black. Meanwhile country lawyer and country gentleman, with time to indulge his favorite sport, fishing, Ty relates he has never once regretted his decision to leave the city and still is convinced that the view from his front porch, across the valley to the Blue Ridge mountains, is far more beguiling than the one from his old office overlooking Times Square.

HORACE ADAMS, Allied States president, whose interests include race tracks in Ohio and Kentucky in addition to theatres, reports that as of June 1 the tracks (two) were more than $2 millions ahead of a year ago; his theatre business about the same as last year or a little behind. He attributed the slack in his theatre operations to the bad spring experienced by drive-ins. Most of his theatre operations are ozoners. The recession has had no effect on either the theatres or the tracks, he believes, unless to aid attendance. Perplexing angle is why a wet, cold spring should hurt drive-ins but not discourage the improvers of the breed from patronizing the pari-mutuels. . . . *Bernard Kreisler may toss a bomb into the US-Soviet film negotiations any day now.* He's head of International Film Associates and had opened his own negotiations with Moscow and satellites last year. Begins to look as though it will take a bomb to make the moribund negotiations move off their present resting spot. . . . Sam Bronston plans to anchor the ships being used in his "John Paul Jones" production in a lagoon in Venice during the film festival there in late August. Manned by costumed members of the cast they will be opened first to press representative visiting the festival, then to tourists for an admission charge. Principal idea, of course, is to familiarize press and public with the picture and its title.

REPORTS of 20th Century-Fox moving home office operations to the West Coast, which were revived recently, were given far more significance than warranted. Such a move has been suggested and examined from time to time by company executives, along with other "streamlining" proposals. There appear to be no clear advantages to the company's making such a move, at least not enough to clinch a decision without plenty more study. While it's still a possibility—as it has been for the past several years—it is probably not much more of one than when first broached.

RKO Theatres

(*Continued from page* 1)

now a division of List Industrie elected to negotiate separately whe the local's contracts with it and othe companies expired last Aug. 31, an that after intermittent negotiations re cently refused to continue with then questioning whether the union repre sented a majority of its employe However, Moss said, the company re fused to apply to the NLRB for a de certification election.

Tells of Talks with Walsh

At the same time, he said, pamphlet was distributed to the em ployes stating that they "formerly were represented by the union an that they would receive most of th benefits previously received under th union contract, "with or without union." He said thereafter Richar Walsh, IATSE president, conferre with Sol A. Schwartz, RKO Theatre president, but no solution was foun and no negotiations took place.

At tomorrow's meeting genera membership action to support the pos sible strike of the RKO Theatres hom office employes "unquestionably wi be authorized," Moss said.

Business Building

(*Continued from page* 1)

note of the convention of Nationa Theatres, Inc., July 1-3, at the com pany's home office here.

Over 100 of the circuit's divisio presidents, district managers, fil buyers and bookers, advertising-pub licity and other department head will attend from 20 states served b N.T.

Top echelon will include Elme Rhoden, president, presiding over th meeting; Frank Ricketson, Jr., vice president and general manager o theatre operations; John Bertero, vice president and chief legal counsel; Ala May, treasurer; M. A. (Pete) Lund gren, chief film buyer, and Irvin Epsteen, vice-president in charge o real estate and insurance.

Senate Group Approve SBA Extension Bill

From THE DAILY Bureau

WASHINGTON, June 15. — Th Senate Banking Committee approve a bill to continue the Small Busine Administration for another thre years.

The bill would also abolish the loa policy board, which presently se loan policy. The board, consisting o the S.B.A. administrator and the Sec retaries of Commerce and Treasur has been under fire from some ex hibitor officials as setting too restric tive loan policies for the agency.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincer Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Was ington, D. C.; London Bureau, 4. Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefell Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald. Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938. at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

British Tax Collections Show Admissions Rise

From THE DAILY Bureau

LONDON, June 15.—The just published April entertainment tax collection figures are a further indication of the slowing down of the rate of decline in the level of cinema admissions.

While collections, at £2,190,000 compared with £2,640,000 for April, 1957, are down by £450,000, compared with March of this year, the April collections are up by £130,000.

Loyalty Hearings Here Wednesday, Thursday

From THE DAILY Bureau

WASHINGTON, June 15.—The House Committee on Un-American Activities on Friday said a subcommittee would hold hearings in New York City Wednesday and Thursday on the question of Communist infiltration of entertainment.

The committee refused to give the witnesses' names, but did say approximately 30 would be heard from the theatrical, radio and television fields.

Chairman Walter (D., Pa.) said the committee is interested in determining whether Communist party members who profess to have broken with the party are nonetheless continuing to put a substantial part of their income at the party's service. The committee also wants to find out, he declared, whether party members in executive and administrative positions n the entertainment field are using their influence to obtain employment for other party members and to present the works of party authors and composers.

Hearings will take place at the Federal Court House in Foley Square, under the chairmanship of Rep. Moulder (D., Mo.).

Md. Allied Business Building Victors Named

Special to THE DAILY

BALTIMORE, June 15. — Winners n the managers contest which is part of a business-building campaign conducted by the Allied Motion Picture Theatre Owners of Maryland, Inc., were announced Friday. Davis Colburn, manager of the Circle and Capitol Theatres at nearby Annapolis, received first prize of $250 in cash.

Second prize includes three winners, each receiving $50 in cash. They are William Gull, Boulevard Theatres, William H. Moore, Senator Theatre; and Ted Young of the Waverly Theatre.

Third prize, a $25 U.S. Savings Bond, goes to Daniel Bahur, manager of the Arcade. Three managers receiving honorable mention in the contest are Owen Schnept of the McHenry Theatre; Arthur Hallock of the Paramount Theatre; and the Pulaski Drive-Ins, and William Liebig of the Belnord Theatre.

'Commandments' Open for Dates at Drive-ins

(*Continued from page 1*)

was made Friday by Edward G. Chumley, special U.S. and Canadian sales manager for the picture, at a press conference at which Jerome Pickman, vice-president in charge of advertising and publicity, and Leonard Kaufman, of the Paramount legal department, expanded details of the plan.

Chumley said the decision to license drive-ins was bolstered by the success of an engagement in Tucson, Ariz., last week. W. H. Oldenow's Cactus drive-in opened the picture June 3 and did $10,000 in its first week in spite of fact that "Commandments" had played three different dates in Tucson totalling 11 weeks and 2 days. The Cactus gross, Chumley said, was "four to five times the average normal gross for top subsequent run attractions," and almost equalled the first two weeks' gross at the Catalina Theatre, where the film had a six-week run last winter. Prices at the Cactus were $1.25 top.

Terms Clarified

Terms on which drive-in dates will be accepted were explained by Chumley, Pickman and Kaufman. Three principal points were made: engagements will be made only during the period that children are on summer vacation; a minimum of two weeks' playing time must be allotted with the engagement to open on Wednesday, Thursday or Friday; and film rental will be computed on a per person royalty basis.

On this latter point the instructions to the sales staff read: "We are seeking as film rental from drive-in theatres a specific amount for each person 12 years of age and over, and a lesser amount for each person under age 12, excluding infants.

"In order that we may obtain a fair rental based upon the number of persons admitted to the theatre the per-person royalty which you shall seek shall be computed on the basis of the appropriate percentage of the net admission price which other exhibitors in the area have charged for admission to their theatres on this production."

Edward G. Chumley and Leonard Kaufman discuss the drive-in release of "The Ten Commandments."

Questioned on whether or not this royalty per person basis constituted admission price fixing within the meaning of the decree, Kaufman declared that the Department of Justice twice had ruled that it was not. The first instance, he said, was in 1953, when Stanley Barnes, then head of the anti-trust division, had declared that a similar policy employed for "Peter Pan" and "Hans Christian Andersen" was not in violation of the decree. The second time, he said, was last April, when the Department informed Bennie Berger, Wisconsin Allied leader, that the practice did not violate the decree.

Pickman added that both during the opening week at Tucson last week and in previous test drive-in runs in Los Angeles, Paramount field men had carefully checked the box offices for protests on paying admissions for children and that there had been none.

The test runs, Paramount executives said, had emphasized certain other points about running the De Mille epic at drive-ins. For instance, since the picture is four hours long, there can be only one show a night. On the basis of experience Paramount recommends that this start a little later than the normal show which usually starts with a second feature before dark, and that slides indicating this supplement newspaper advertising so that audiences do not become restive.

Intermission Included

The picture is run in drive-ins with an intermission at the same point, about half way through, as is used in indoor runs. But experience has shown, Pickman said, that audiences remain in their cars during projection of the picture. This means that concession stands and rest rooms must handle a tremendous rush during intermission and exhibitors are warned to have extra help at these points.

Only the normal amount of advertising—about $500 worth — was used for the Tucson engagement, Pickman said, but the outstanding gross indicated that prior special engagements have not tapped the drive-in audiences.

Two other drive-in engagements opened in Atlanta June 12, Chumley said, and about 30 others have been set for between now and the first of July. Runs will be open to drive-ins in each territory where they meet the sales policy conditions and bidding will be employed where necessary, he said. Dollar guarantees are not specifically required except in bidding situations.

Sell-Out for Charity Premiere of 'Kings'

Special to THE DAILY

MONACO, June 15. — Hundreds of international celebrities and the people of Monaco fully subscribed the almost 800 charity tickets allotted for Saturday night's world premiere of the Frank Ross production, "Kings Go Forth," at the New Gaumont Theatre here. Showing of the film and the one-man show starring Frank Sinatra benefited the United Nations Refugee Fund.

Prince Rainier and Princess Grace of Monaco were patrons at the fund-raising festivities, which were covered by the largest press delegation to "invade" the tiny principality since the wedding of Prince Rainier and the former Grace Kelly.

'Vikings' Has Bow at Chi. State Lake Today

Special to THE DAILY

CHICAGO, June 15.—Kirk Douglas, Tony Curtis and Janet Leigh will participate in a city-wide celebration here tomorrow for the regional premiere of United Artists' "The Vikings" at the State Lake Theatre. The stars of the film will take part in a State Street parade and make appearances outside the State Lake and on its stage.

U.K. Labs, Technicians Settle on Work Changes

From THE DAILY Bureau

LONDON, June 11 (By Air Mail). —The Film Laboratory Association and the Association of Cinematograph, Television and Allied Technicians, have settled their negotiations, which started early this year, for changes in working conditions.

Eight shillings off the existing cost-of-living bonus will be consolidated into basic wages and, in addition, basic wages will be raised by eight shillings and sixpence per week for adults and five shillings per week for juniors.

Pact Is Highly Cooperative

Having regard to the financial state of the industry and the need to ensure that the negotiations of just wage claims do not further prejudice the economic situation, the two parties have agreed on the need to consult on ways of adopting improvements in the technical means of processing films and of improving efficiency and economy in the operation of British laboratories, whilst at the same time maintaining and protecting the interests of all those engaged in the industry. The agreement covers approximately 3,000 workers and is effective as of May 5, 1958.

$25,200,000 Rental For 'Commandments'

Cecil B. DeMille's "The Ten Commandments" has returned about $25,200,000 in film rental to Paramount in the 18 months since its release, Edward G. Chumley, in charge of sales of the picture, said Friday. It has played 3,000 engagements and about 400 prints, costing $2,000 each, are in circulation. Only four or five prints have had to be scrapped.

Mantzke Asks

(Continued from page 1)

for 'Peyton Place,' 'Old Yeller,' 'Raintree County,' 'Bridge on the River Kwai,' etc. Every exhibitor in this territory should buy stock in the film companies so that he would have a voice in the releasing of pictures, and have more of a say so," Mantzke said.

"The evils of our business could be cured if the producers made more Technicolor pictures that cannot be seen on television, and have pictures so spaced as to have a top picture released every week. Pictures should be released for all theatres large and small, the same time in this territory as in other territories, so that the exhibitor could benefit from the advertising campaigns in the various magazines.

Bresler Gives Views

(Continued from page 1)

("It's far from dead"), the star system ("It's a big mistake but we're stuck with it") and his own future plans (two pictures on the immediate horizon).

Plans 'Peer Gynt'

One of the two projects on the agenda of his newly formed Jerry Bresler Productions is "Peer Gynt," utilizing the Ibsen play and music by Grieg.

The other project on his agenda is a film adaptation of the John Sanford novel, "The Old Man's Place," a drama set in the post war middle west. He would like to be able to produce two pictures a year. At the moment he has made no commitments with any particular distributor.

5 Chief Barkers Guests At Variety Fete Tuesday

The chief barkers of five Northeastern tents—Michael Redstone of Boston; Nat Tayler of Toronto; Sam Diamond of Philadelphia; Sam Rosenblatt of Albany; and Spence Balser of Buffalo—will be guests of the Variety Club of New York, Tent No. 35, at their special membership luncheon at Toots Shors here tomorrow. The event will honor international chief barker George Eby.

In addition to Eby, other international officers who will be present at the luncheon include Edward Emanual, first assistant chief barker; George C. Hoover, international director; and William Koster, international representative.

Christine Carere, French actress who makes her American film debut in 20th Century-Fox's "A Certain Smile," will be a guest at the luncheon.

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Television Today

FCC Reaffirms

(Continued from page 1)

nounced that it would start processing toll-TV applications 30 days after Congress adjourned.

The letter discussed the possible adoption of House and Senate resolutions which would require the commission to maintain the *status quo* indefinitely until there is specific legislation on toll-TV. "This approach, which omits reference to any terminal date for the period during which the *status quo* would be maintained, creates obvious difficulty," the commission said.

Suggests Alternative

"It would be preferable to designate a period of such length as Congress may consider sufficient to afford ample opportunity for the enactment of such legislation as may be deemed appropriate, rather than to request an informal 'stay' of indefinite duration," the letter said.

An FCC spokesman said that the letter was sent in reply to an oral inquiry Harris made recently asking what the commission proposed to do after Congress adjourned. His committee has already adopted a resolution saying it felt the commission should withhold toll-TV action until Congress had a chance to act on the matter. A resolution saying it was the sense of the Senate that the commission wait for Congressional action has passed the Senate Commerce Committee but has not yet been scheduled for the Senate floor.

Probe Could Become 'Moot'

The FCC letter said it was difficult to anticipate what future action it should take on toll-TV "without knowing the precise nature of such action as Congress might take in the interim." If prohibitive legislation were adopted, the letter went on, the pending Commission proceeding on pay-TV "would become moot and would be terminated." On the other hand, the FCC said, if Congress passes legislation empowering the Commission to authorize toll-TV, "such legislation would be controlling."

The letter listed other possibilities, such as the passage of resolutions by the House and Senate and the passage of bills without final enactment. "You will appreciate the difficulty in attempting, at this stage, to determine finally what action by the commission would be appropriate," the letter said.

Points to Previous Review

The commission said it noted "with great respect" reservations expressed early this year by Harris on the commission's jurisdiction over toll-TV. The commission reviewed the question of its jurisdiction, the letter said, and is "convinced" that its finding of jurisdiction is "sound."

The letter declared that it is relevant to consider the fact that no applications conforming with the commission's announcement that it would accept toll-TV applications had been received so far. "It is conjectural," the FCC said, "whether such applications would or would not be submitted should the current Congress adjourn without adopting specific legislation."

It is possible that its review of such applications as may be filed would necessitate public hearings before acting on them, the FCC said.

AFTRA Rejects SAG Proposal to Split Work

The American Federation of Television and Radio Artists at the weekend restated its desire to effect a merger with the Screen Actors Guild and at the same time rejected an SAG proposal that jurisdiction over artists engaged in the production of video tape commercials be divided between the two unions and that so-called "grey areas" be submitted to arbitration. The statements were made in a letter to SAG by Donald F. Conaway, AFTRA national executive secretary.

Conaway said in the letter that AFTRA had several times "proposed a merger with SAG on terms which have given the executives and counsel of the SAG the top positions, and the headquarters of the merged organization would have been in Hollywood." The proposal by SAG that George Meany, president of AFL-CIO be petitioned to arbitrate the "grey area" was countered by an AFTRA proposal that the elements of a merger would be a more appropriate subject for arbitration "rather than the limited area suggested by SAG."

AFTRA has petitioned the National Labor Relations Board for an election in which performers would vote by secret ballot to select the collective bargaining agent they want. Technical hearings by NLRB are scheduled for June 24.

Deny Move to Arbitrate C & C, Skyway Suit

A motion to arbitrate a suit by C & C TV Corp. against Skyway Broadcasting Co., operators of a television station in Asheville, N.C., was denied here on Friday by New York Supreme Court Justice Edgar Nathan. C & C had charged in its suit that Skyway signed a deal to acquire 740 films for its station and then refused to complete the agreement. Skyway asked for arbitration on the grounds that block-booking had been forced on it.

The suit will now go to trial.

U. K. TV on Way to Profits

From THE DAILY Bureau

LONDON, June 11 (By Air Mai —By the end of 1958 the big comm cial television programme compan will have put their losses comfortal behind them and will be making lar profits, states a pamphlet on the futu of television in Britain published the *Daily Mirror Newspapers.*

The author suggests that if Briti television advertising continues to velop at the present rate it can exp a gross income this year of about £ million and hope for a future avera gross income of at least £50 milli to £55 million a year.

For the year to March 1958, he s that the big four contractors are lik to show a combined trading profit the region of £10 million.

Future Seen Bright

Associated TeleVision may record trading profit in excess of £3 milli while Associated-Rediffusion's retu is likely to be between £2.5 milli and £3 million, and, while much this will be swallowed up by existi losses and the need to build up serves, the future for the company seen as fair.

A trading profit of £2 million t year and £2.5 million next year being predicted for ABC Televisi subsidiary of the Associated Brit Picture Corporation, and Granad trading profit this year is likely to approaching the £2 million mark.

Both Scottish Television and Te vision Wales and West have be revenue producing from the sta

Good Profit for ITA

The ITA (Independent Televisi Authority) can now expect a yea income of some £3 million from co tractors and, after deducting its cos is going to be left with substant profits. "A wise Postmaster-Gene would direct, with Treasury appro and after consultation with the G ernment, that the ITA should spe its money on a third television serv for Britain," the author concludes.

The *Daily Mirror* group has a fin cial statek in Associated TeleVisi the London and Midlands commerc TV contractors.

ACTC Pushes Drive

(Continued from page 1)

individual members and subscribe a newsletter it will start publish this fall.

The committee said it was steppi up its activities to forestall Fede Communications Commission act on subscription television once Co gress adjourns.

What a beautiful day!

Cinema Lodge's great and successful annual that lovely Thursday, up at the Vernon Hills Club is displayed in some of its chief aspects for those who didn't attend, and recalled for the more than 200 who did. Those familiar faces above are Seymour Florin, Larry Morris, Harold Rinzler, Marty Levine, Ed Fabian, Leon Gruenberg, Bill White, Maury Miller, Abe Dickstein.—**Floyd Stone**

rkie Trento takes his prize for low gross

urnament chairman Martin Levine
varded the prizes, assisted by Cine-
i Lodge head Joe Rosen, and Abe
ckstein, Marvin Kirsch, Milt Living-
n, and many other committeemen
d helpers who scored and tabulated,
uled, assembled and set up prizes,
pervised putters and tee-ers, and
nerally ran one of the most efficient
d enjoyable affairs ever.

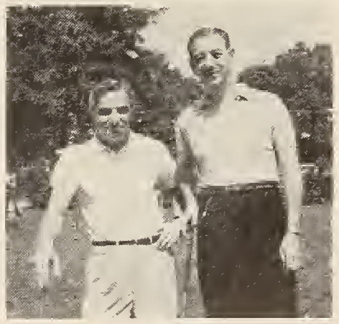
vid Senft and his cup for low net

ere was this, too

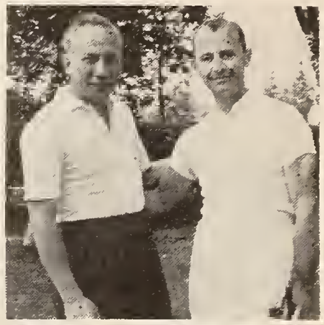
The swimming pool, at which these tired business men relaxed. It's Phil Harling, and Jack Harris.

Frank Marshall, Bill Heineman, Frank Damis, Hugh Owen.

George Dembow, Si Fabian, Max Cohen, Bill Eder.



Lou Wolff, Lou Fischler.



Clem Perry, Harry Fellerman.

for Golf and gin

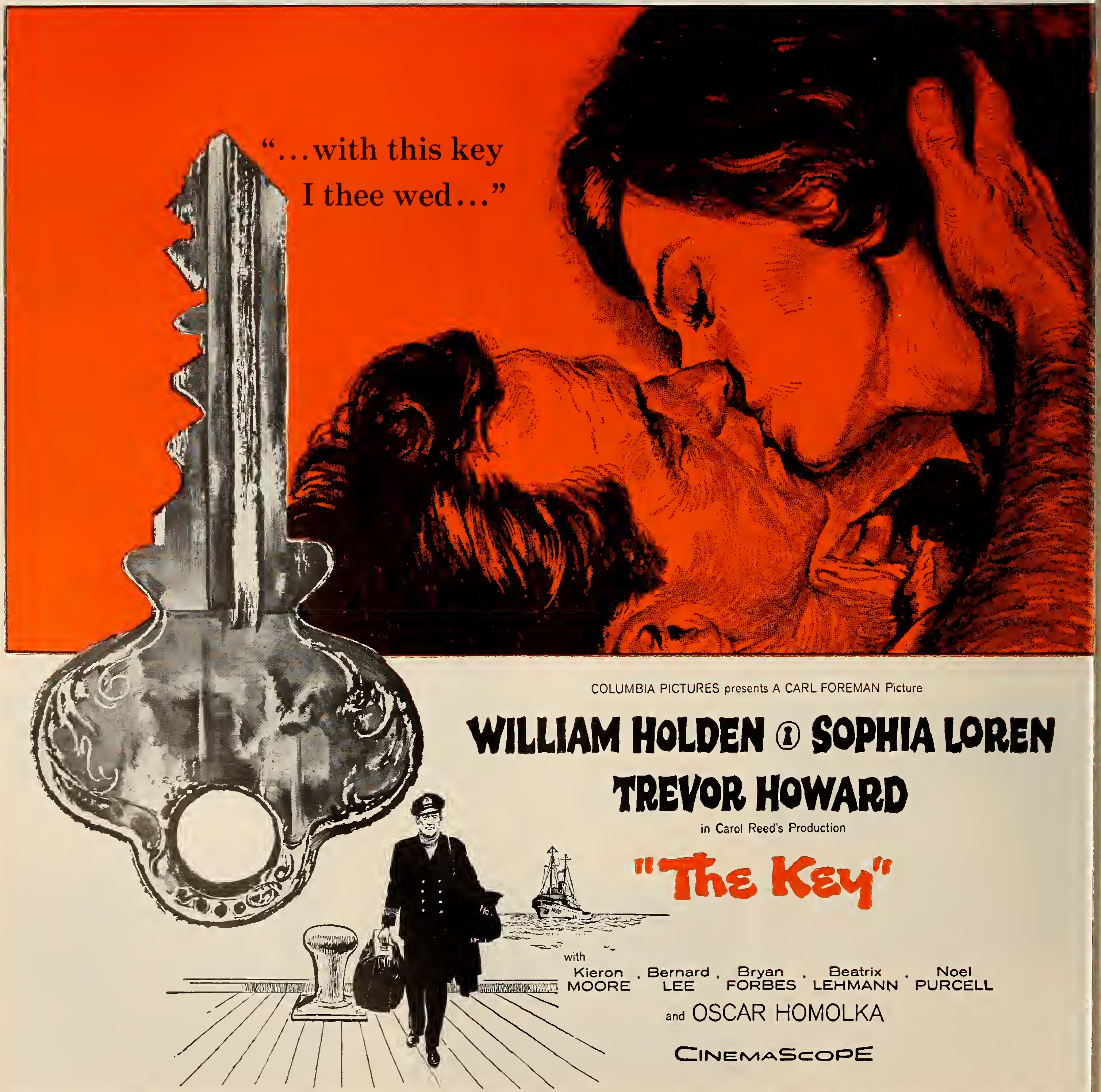
ald hands here are
ie Sands, Harry Kalmine,
rnie Kranze, and their
itzers are Charles Smak-
z and Wilbur Snaper.

Leonard Schack won these

In the proud tradition of

"FROM HERE TO ETERNITY"
"THE CAINE MUTINY"
"THE BRIDGE ON THE RIVER KWAI"

Columbia Pictures presents



"...with this key
I thee wed..."

COLUMBIA PICTURES presents A CARL FOREMAN Picture

WILLIAM HOLDEN · SOPHIA LOREN
TREVOR HOWARD

in Carol Reed's Production

"The Key"

with
Kieron MOORE · Bernard LEE · Bryan FORBES · Beatrix LEHMANN · Noel PURCELL
and OSCAR HOMOLKA

CINEMASCOPE

Based on the novel "Stella" by JAN DE HARTOG · Written for the screen and Produced by CARL FOREMAN · Directed by CAROL REED · Associate Producer. AUBREY BARING A HIGHROAD PRESENTATIO

All
the News
That
Is News

MOTION PICTURE DAILY

Concise
and
to the
Point

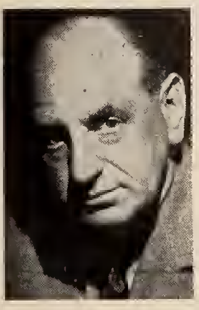
VOL. 83, NO. 117 NEW YORK, U.S.A., TUESDAY, JUNE 17, 1958 TEN CENTS

Was 72 Years Old

Services for N. B. Spingold Set Here Today

Columbia Vice-President Died After Long Illness

Funeral services will be held today for Nathan B. Spingold, 72, vice-president and member of the board of directors of Columbia Pictures, who died at his home here on Saturday morning after a long illness. Services will be at 10:30 A.M. at Temple Emanuel, Fifth Avenue and 65th Street. Dr. Juline Mark, senior rabbi of the congregation, will officiate. Interment will be at Mt. Pleasant, Westchester.


Nathan B. Spingold

Spingold was a native of Chicago where he was born March 6, 1886, the son of Kalman and Esther Spin-

(*Continued on page 6*)

Urges Germans to Push Films in U.S. Market

If the German film industry today lags behind in the American market, it has largely itself to blame, Munio Podhorzer, president of United German Film Enterprises and Casino Film Exchange said at the weekend, prior to his departure for Europe. Podhorzer, who is also the representative of the Export Union of the German Film Industry in the United States, plans to attend the Berlin International Film Festival and to confer with German producers. He will pre-

(*Continued on page 4*)

Television Today Page 4

TV Action Committee Is Formed To Advance Production in N. Y.

By VINCENT CANBY

Formation of the Television Action Committee of New York, comprising 75 members representative of all the various talents and talent union groups in the TV medium, was announced here yesterday by David Susskind, chairman of the group and executive vice-president of Talent Associates.

As outlined by Susskind at a press conference at the Waldorf-Astoria, the committee is designed to advance and improve the production of quality television in New York. It will pay special attention to the promotion of a return to live TV and to encourage the construction here—perhaps on a private-public financing basis—of a television city.

The specific lines of attack to be taken by the committee, in the way of public relations and research (to

(*Continued on page 5*)

DeMille Speaks Out for Right to Work Law

From THE DAILY Bureau

WASHINGTON, June 16. – Urging that "you can't use a poultice to cure a cancer," Cecil B. DeMille told the House Sub-committee on Labor-Management Relations "If you want to strike at the root of (union) evils, you must assert and protect the individual worker's most important civil right—his Right to Work."

Speaking before the committee as an individual, the producer reviewed the labor movement since passage of the Taft-Hartley Act in 1947 and declared that the law's provision against closed shops had stood the

(*Continued on page 5*)

Gen. Aniline Suit Is Revived by High Court

Special to THE DAILY

WASHINGTON, June 16. – A unanimous Supreme Court today revived a suit by the Swiss holding company, Interhandel, to recover control of General Aniline and Film Co.

The government during World War

(*Continued on page 5*)

FPCC Expects 'Satisfactory' Profit for Six-Month Period

Special to THE DAILY

TORONTO, June 16. – Famous Players Canadian Corp. expects to show a "satisfactory" profit for the first six months of 1958, the company has announced in releasing figures for the first quarter. The circuit had a net income of $846,535 for the 13 weeks ended March 29. This compares with $807,598 for the same period in 1957.

Income taxes took $566,000 this year against $580,000. Net income includes $5,204 in 1958 and $101,529 in 1957 as profits on sale of fixed assets.

Frisch, Marcus Compo Temporary Chairmen

COMPO's governing committee yesterday named Emanuel Frisch of MMPTA as temporary chairman of a committee to review the organization's by-laws and Ben Marcus of Allied States as temporary chairman of a committee to review the COMPO administration.

The two committees, members of which were nominated by the COMPO charter organizations, were

(*Continued on page 4*)

Exhibitors to Attend WB Ad Forum Monday

Warner Bros. will hold the first of a new series of merchandising-advertising forums on new product in which exhibitors have been invited to participate at the home office next Monday, Charles Boasberg, WB general sales manager, announced yesterday. On the agenda will be "Home Before Dark," which will be screened prior to the meeting.

Charles Boasberg

The home office meeting will be

(*Continued on page 2*)

On Pay-TV

Congress Seen Unperturbed By FCC Move

Magnuson Is Expected to Oppose Further Test Delay

By J. A. OTTEN

WASHINGTON, June 16.—Neither the Senate nor the House Commerce Committee showed any signs of rushing into action in response to the latest Federal Communications Commission statement on subscription television.

The FCC earlier was on record saying it would withhold processing toll TV applications until 30 days after Congress quits. On Friday, in a letter to House Committee chairman Harris (D., Ark.) the FCC said it would review the whole situation once Congress adjourns. It also urged the two committees, in any action, to fix a deadline for a final decision by Congress on toll TV, and not merely to

(*Continued on page 4*)

Univ. Reports 26-Week Loss at $519,249

Universal Pictures and its subsidiary companies had a net loss of $519,249 after a Federal income tax credit of $720,000 for the 26 weeks ended May 3, the company reported yesterday. This compares with a net profit of $1,727,623 for the 26 weeks ended May 4, 1957, after provision of $1,795,000 for Federal taxes.

Of the $519,249 loss for the 26-week period this year, $426,900 was sustained in the first thirteen weeks

(*Continued on page 4*)

Justice Move vs. RCA, NBC to Supreme Court

From THE DAILY Bureau

WASHINGTON, June 16. – The Supreme Court has agreed to rule whether the Justice Department is barred from bringing an anti-trust suit against a broadcast situation approved by the Federal Communications Commission. It said it would hear argument and decide on a Justice Depart-

(*Continued on page 4*)

PERSONAL MENTION

BUDDY ADLER, 20th Century-Fox executive in charge of production, has returned to New York from Europe.

•

ROBERT SHAPIRO, managing director of the Paramount Theatre here, has returned to New York from Hollywood.

•

JOE HYAMS, Eastern publicity manager of Hecht, Hill and Lancaster, has returned to New York from the Coast.

•

EMERY AUSTIN, M-G-M director of exploitation, has left New York for Atlanta, Cincinnati and the Southwest.

•

SAMUEL GOLDWYN, Jr., has returned to New York from Brussels.

•

FRANK SINATRA returned to New York yesterday from Monaco.

•

SAMUEL Z. ARKOFF, vice-president of American International Pictures, will leave Hollywood on Thursday for New York.

•

WILLIAM T. ORR, Warner Brothers executive producer, has arrived here from Hollywood.

•

ROBERT W. COYNE, COMPO special counsel, will return to Washington today from New York.

Set July 4 Dates for 'Time to Love, Die'

Universal's "A Time to Love and a Time to Die" is scheduled to open in a number of key cities for the Fourth of July weekend for extended run engagements. Starting Friday, June 27, the dates include the Centre in Denver; Arcadia, Philadelphia, Lafayette, Buffalo; Towne, Milwaukee; Fulton, Pittsburgh; Apollo, Atlantic City; Oriental, Chicago; Joy, New Orleans;; Ontario, Washington, and Newport, Norfolk.

More than 150 dates have already been set for July following the July 4 weekend kickoff, including a dual New York opening at the Mayfair and Little Carnegie Theatres.

ASSISTANT FOR THEATRE TREASURER'S OFFICE

Excellent opportunity. Phone or write Radio City Music Hall Corporation, attention James F. Gould, 1260 Avenue of the Americas, New York 20, N. Y. Circle 6-4600.

See Thall Testimony Aiding Embassy Claim

Special to THE DAILY

SAN FRANCISCO, June 16.—Back on the witness stand today for more questioning in the Embassy Theatre anti-trust suit, Charles M. Thall, retired Fox West Coast Theatres executive, strengthened the claim of the plaintiff that major distributors "conspired" with National Theatres and circuit subsidiaries in cornering the San Francisco first-run film market.

Leland C. Dibble and Daniel O. McLean, operators of the Embassy, are seeking triple damages in Judge Edward P. Murphy's Federal Court of more than $8,000,000 from Paramount Pictures, other important distributors and National Theatres with its individual chain circuits.

Cites 'Cooperative Effort'

Film bookings, clearances and availabilities, Thall testified, comprised a "cooperative effort between distributors, Fox West Coast and other exhibitors." Then, under questioning by Embassy attorney Robert D. Raven the witness said all data pertaining to clearances were "in the hands of" John B. Bertero, president of FWC.

Bertero's testimony on this phase of the Embassy suit is slated for the near future either by deposition or an actual court room appearance.

Beatrice Ross Resigns Republic Ad Post

Beatrice Ross has resigned as Republic Pictures' director of advertising and publicity, effective the end of this month.

She has been affiliated with the company since its inception in 1935, initially as sales promotion manager and house organ editor, then in exhibitor and trade relations. Appointed exploitation manager in 1945, she served in this post for 11 years.

List Ind. Merger Suit Postponed Indefinitely

Justice Walter F. Hart in State Supreme Court, Brooklyn, yesterday postponed indefinitely an action by a List Industries stockholder to prevent the merger of the company with Glen Alden Coal Co.

The adjournment was ordered to await a decision on an appeal to the Appellate division from an interim ruling by Justice Hart.

Caravan in Phila.

PHILADELPHIA, June 16.—The Strong "Caravan of Light" will demonstrate the Strong Electric Corporations' new "blown arc" projection lamp at the Airport drive-in, Airport Circle, in South Philadelphia, at midnight, Thursday.

Allied 1958 Year Book Committees Are Named

Special to THE DAILY

CHICAGO, June 16.—Appointment of the Year Book Committees to edit and secure advertising for the manual to be distributed at the annual convention of Allied States Association in Chicago in October has been announced by Jack Kirsch, president of Allied Theatres of Illinois and general chairman of the 1958 Allied meeting. The convention will be held at the Morrison Hotel Oct. 13 through 15 in conjunction with trade shows and conventions of Tesma and Teda.

Named as chairman of the year book committee is S. J. Papas, Automatic Vending Corp., and Arthur Schoenstadt, H. Schoenstadt & Sons, is vice-chairman. Chairman of the candy, popcorn, and beverage group is Charles Cooper of Theatre Concessions Company, and heading the theatre equipment group is Spiros Charuhas of Abbott Theatre Equipment Co. Co-chairman of the latter group is Erwin J. Peterson, also of the Abbott Co.

Catholic Award Goes To 'Old Man and Sea'

Special to THE DAILY

BRUSSELS, June 16. — The International Catholic Office of the Film (OCIC) has awarded Warner Bros.' "The Old Man and the Sea" a special prize following its exhibition at the Brussels World Fair last week. The prize was accorded the picture because it "best furthered the moral and spiritual values within the framework of humanitarian ideals."

The organization currently is holding its annual meetings in Brussels and Paris, for the promotion of good films. Among those attending the conferences is Monsignor Thomas F. Little, executive secretary of the National Legion of Decency.

Welles 'Best Actor'

BRUSSELS, June 16. — Orson Welles was given the best actor award at the Brussels Film Festival for his role in the Universal-International "Touch of Evil." The film also was named the best picture outside the competition by the foreign press corps.

Phil Laufer, Publicist

Phil Laufer 57, veteran free lance writer and film publicist, died at the Brooklyn Jewish Hospital on Friday night following a prolonged illness. Laufer started in the motion picture business in 1918. He held positions with Universal Pictures; Warner Brothers; Loew's, Inc.; B. S. Moss Theatres; the Rivoli Theatre and Bonds for Israel. He is survived by his wife, Etta, a daughter and a son. Funeral services were held Sunday.

WB Ad Forum

(*Continued from page 1*)

followed, at a date to be announced later, by a similar conference at the Warner Burbank Studios, with merchandising heads representing West Coast circuits in attendance.

Among the exhibition advertising, publicity and promotion men expected to attend the meeting Monday are Seymour Morris, Schine Circuit; Ted Vanett, Wm. Goldman Theatres; Ed Seguin, Balaban & Katz Theatres; Sheldon Guinsburg, Walter Reade Theatres; H. Pettengill, Florida State Theatres; Norris Hadaway, Wilby-Kincey Theatres; Irving Paley, Paramount Gulf Theatres Inc.; Raymond Willie, Interstate Circuit; Lou Golding, Fabian Theatres; Henry Capogna, W. S. Butterfield Theatres. Also, Dan Finn, Astor Theatre, Boston; Dale MacFarland, Greater Indianapolis Amusement Co.; Ernie Emmerling, Loew's Theatres; Harry Goldberg, Everett Callow and Jim Totman, Stanley Warner Management Corp.; Harry Mandel, RKO Theatres; Everett Seibel, Minnesota Amusement Co.; Woody Prout, Tri-State Theatres Corp.; Charles Schlaifer; Fred Lynch, Radio City Music Hall.

Charles Cohen to Preside

The New York forum will be presided over by Charles Cohen, Eastern advertising manager; Meyer M. Hutner, national publicity manager and Bill Brumberg, exploitation manager. Also attending the meeting will be representatives of Buchanan & Company, Warners' advertising agency.

The West Coast meeting will be handled by Gil Golden, national advertising manager, Dick Lederer, assistant national advertising manager and Bill Hendricks, studio publicity manager.

The purpose of the meetings will be to thoroughly consider the problems of every important territory in the country and will be aimed at selling "Home Before Dark" at individual grassroot levels. A specially prepared kit, containing complete background material on the picture has been sent to all of the invitees to acquaint them with the nature of the story for discussions which will immediately follow the screening. The discussions will be held at the Warner Bros. executive board room.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"NO TIME FOR SERGEANTS"
Starring
ANDY GRIFFITH
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Ston Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincer Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in th principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefelle Center, New York 20, Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-Pres dent and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a yea as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as secon class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10

CARY GRANT
INGRID BERGMAN
INDISCREET
They met... They knew they shouldn't have... They couldn't stop.

TECHNICOLOR® From WARNER BROS.· Screenplay by NORMAN KRASNA · Produced and Directed by STANLEY DONEN
A GRANDON PRODUCTION

THIS IS WARNERS' NEXT GREAT ATTRACTION FOR RADIO CITY MUSIC HALL— IMMEDIATELY FOLLOWING WARNERS' GREAT "NO TIME FOR SERGEANTS"!

Television Today

RCA and NBC

(*Continued from page* 1)

ment appeal from a lower court ruling throwing out a government anti-trust suit against Radio Corp. of America and National Broadcasting Co.

Chief Judge William H. Kirkpatrick of the U.S. District Court at Philadelphia had rejected the suit which charged the companies had illegally exchanged radio and television stations with Westinghouse Broadcasting Co. He held the exchange had been approved by the FCC and that this barred the Justice Department from bringing anti-trust action.

Case to Be Heard in October

The high court will hear argument some time in the term starting in October. It is scheduled to recess for the summer at the end of this month.

The government suit, filed in December, 1956, charged RCA and NBC with forcing Westinghouse to exchange Westinghouse-owned stations in Philadelphia for RCA stations in Cleveland. It also charged the two firms with conspiring to obtain radio and TV stations in the largest cities of the country.

FCC Nod Given in 1955

The swap was approved by the FCC in December, 1955. Kirkpatrick said the FCC approval was granted a full four months after the Justice Department had been alerted of the proposed swap, and that Justice should have appealed the FCC decision approving the transfers rather than waiting a full year to bring a separate anti-trust suit.

In appealing the case, Justice argued that Kirkpatrick's decision had far-reaching implications in the broadcast field and also in other fields controlled by Federal regulatory agencies.

NBC Shifts Adams to NAB Television Board

Special to THE DAILY

WASHINGTON, June 16. – David C. Adams, the National Broadcasting Company's executive vice-president for corporate relations, has been named to represent NAB on the National Association of Broadcasters' television board of directors. He succeeds Frank M. Russell, who is resigning as vice-president in charge of NBC's Washington office to become a consultant to the network.

Succeeded by Sugg

P. A. (Buddy) Sugg, NBC vice-president in charge of owned stations and spot sales, has been named to succeed Adams as the network's representative on the NAB's radio board of directors.

Urges Britain Have 2 More TV Services

From THE DAILY Bureau

LONDON, June 14. (By Air Mail). —Britain should prepare to produce two more television services—a third popular service and a strictly educational programme—stated Sir Robert Fraser, director-general of the ITA (Independent Television Authority), when he addressed the Commonwealth Press union annual conference here.

Sir Robert forecast that in the next generation there would be a social revolution with the whole population becoming an increasingly leisured class. He stressed the need for the three general television services to be "all-around" and not to become "socially stratified."

Opposes Tax on Ads

Referring to suggestions for a tax on advertising, Sir Robert said he hoped that such an idea would find no friends among democrats.

Community Antennae In Canada on Rise

Special to THE DAILY

TORONTO, June 16.—Community antennae in Canada are taking on added importance, as witness the fact there are 77 operating companies as members of the National Community Antenna Television Association of Canada. This was reported by K. J. Easton, Montreal, the organization secretary, who said there were ten trade members from among the firms supplying equipment.

Some of the NCATA members are purchasing and telecasting feature films as well as relaying TV into areas needing it. British Columbia has eight companies, New Brunswick five, Ontario, 14, Quebec 48, Saskatchewan one, and Alberta one.

A three-day convention elected A. Rousseau, Transvision (Sherbrooke) Inc., as successor to F. T. Metcalf, Neighborhood Television Limited, Guelph, Ont., as president.

Toronto International Film Studios Opened

Special to THE DAILY

TORONTO, June 16.—The studios of Toronto International Film Studios, Ltd., located in the heart of the downtown area, were opened this week to a public reception. General manager of the studios is Emile Harvard, whose Harvard Productions was taken over by the new company backed by the Nathan A. Taylor interests.

The new studios have a large modern studio with a large stage and facilities for producing feature and television films and live broadcasts.

Congress Seen Unperturbe

(*Continued from page* 1)

ask the FCC to hold off until some time next year.

Senate Commerce Committee officials interpreted the FCC letter as indicating that the commission planned to move ahead with toll TV if Congress adjourns without further action and if valid applications are filed. The FCC's letter Friday pointed out that no valid application has been filed.

Senate Committee chairman Magnuson (D., Wash.) has favored permitting the FCC to go ahead with toll-TV tests. An earlier committee resolution asking the FCC to withhold action was approved over his strong opposition. All indications were Magnuson would attempt to block any new committee action to request a further FCC delay.

Signs also were that toll TV opponents in the committee had somewhat lost interest and enthusiasm. For e ample, Senator Thurmond (D., S.C who led the earlier fight for the resolu tion, has been preoccupied with oth matters and has not pressed Magn son for the hearings promised earli on Thurmond's bill to ban toll T permanently.

House committee chairman Harri (D., Ark.) has previously indicated h had no plans to act before Congre quit, but that he would call the com mittee back into session to take actio if the FCC indicated it was goir ahead with toll TV tests after Co gress adjourned. Members toda pointed out Harris is preoccupied wi the investigating subcommittee's cu rent hearings on regulatory agencie and doubted he would have time spare on a toll-TV resolution rig now.

Frisch, Marcus

(*Continued from page* 1)

appointed on recommendation of Robert W. Coyne, COMPO special counsel, in accordance with agreements reached with Allied for its return to COMPO membership, and were authorized at the last meeting of the executive committee April 15.

Serving with Frisch on the legal committee are Abram F. Myers, representing Allied; Herman Levy, TOA; Harry Smetkin, ITOA; and Sidney Schreiber, MPAA.

Nine on Committee

The committee to survey COMPO's administration consists of Marcus and Irving Dollinger, representing Allied; Walter Reade, Jr. and Philip Harling of TOA; Solomon Strausberg and Russell Downing of MMPTA; Martin Levine of ITOA; Abe Montague and Stanley Weber of MPAA; and Robert J. O'Donnell, representing the Variety Clubs.

The temporary chairmen will call meetings of their respective committees, at which time each group will choose its own permanent chairman and adopt procedures to be followed.

$63,430 to 'Vikings' In Four Days Here

Kirk Douglas' "The Vikings" grossed a combined total of $63,430 in the first four days of its dual world premiere engagement at the Astor and Victoria Theatres here. United Artists said yesterday. The picture opened on Thursday.

Weekend grosses set an all-time combined record for the theatres, UA said. Friday through Sunday the film took in $28,380 at the Astor and $22,710 at the Victoria.

Wayne Thiriot, 46

PORTLAND, Ore., June 16. – Wayne Thiriot, 46, manager of the Paramount Pictures exchange for the past eight years, died at his home here of a heart attack.

Universal Reports

(*Continued from page* 1)

and $92,349 in the second thirte weeks. This was an improvement 78 per cent in the second 13 wee over the first 13 weeks, the compar pointed out.

Equal to 67 Cents per Share

After provision for dividends on t preferred stock, the 1958 loss is equ valent to 67 cents per share on t 927,254 shares of common stock ou standing on May 3. In the 1957 peri the profit was equivalent to $1.7 per share on the same number common stock shares outstanding.

Urges Germans

(*Continued from page* 1)

sent them a concrete plan of acti for future operations in the Unite States.

Podhorzer believes that the Ame ican market is more receptive th ever before to foreign films, but th the Germans have never made a real attempt to compete with t French and Italians for the audienc "The time has come to wipe aw the dreams and tackle the issues the light of realities," he stated.

See 'Kings' Previews

Some 13,000 women will see sp cial previews of Frank Ross' "Kin Go Forth" this week at 10 theatres six major cities. Five of the showin of the United Artist release will be New York City Thursday. The othe are scheduled for Buffalo, Minne polis, New Orleans, San Francisco a Seattle.

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NEW YORK

Cites Figures to Show TV's 'Deplorable State'

Producer David Susskind, chairman f the newly formed Television Action Committee—New York, gave some ramatic figures yesterday to illustrate he committee's view that TV pro- ramming is reaching a deplorable ate: In April, 1954, he said, New ork originated 56 live programs a week, compared to 31 in April, 1958.

Next season, he said, Hollywood will originate 32 half-hours of western rogramming a week, 45 half-hours f film drama, 13 half-hours of live variety, and three half-hours of live rama. New York will originate three alf-hours of live drama, 13 half- ours of variety and 11 half-hours f quiz and game shows. As of the moment, the networks have unsold for ext season 17 hours of prime eve- ning viewing time.

DeMille Speaks

(Continued from page 1)

st of time but that its limited abolishment of the union shop, by allow- ng individual states to pass so-called ght to work laws, did not go far nough.

Urges 'Voluntary Basis'

"I do not say," DeMille declared, that a right-to-work law is the single nswer to every problem in labor lations—but I do say that you can o through the report of the McClel- n Committee and find not one of he eleven glaring abuses listed in hat report that could not be modified not wholly cured, if union member- hip were put on a completely volun- tary basis."

Two members with union connec- ons attacked DeMille. Rep. Weir D., Minn.) declared the right-to-work w DeMille was backing actually is "penalty," and that union member- hip suffered wherever such a law as on the books. Rep. Holland (D., a.) said "You won't have a labor nion if 48 states do what you're ying to do."

Says He Favors Unions

DeMille insisted he was not op- osed to unions and actually favored hem. All he wants, he said repeatedly, to have each worker free to not in, join, or leave a union as he esires.

Weir, referring to DeMille's sus- ension from a radio union for re- sal to pay a $1 assessment, told the oducer that "You're misled and had little grievance you are going to rry the rest of your life."

"That is completely untrue," De- ille retorted. "I'm not a good hater."

Praised by Californian

Rep. Holt, California Republican hose district includes Hollywood, aised DeMille. He said the pro- icer had done much to keep film orkers employed, and that they all wned DeMille a great debt.

TV Action Group Formed

(Continued from page 1)

back up their contention that present TV programming is economically unsound) will be decided at its initial meeting to be held here tonight. Among the members of the committee are such names as Steve Allen, Herbert Brodkin, Elia Kazan, Fred Coe, John Crosby, Tex McCrary, N. Richard Nash and Reginald Rose. The committee, "magnificently unendowed," is financed by union groups and private donations.

Sees 'Absolute Bottom'

"We believe," Susskind told reporters, "that the level of TV programming has reached an absolute bottom, and that it is not just a coincidence that the move (of TV activity) to the Coast is at its height." Practically all the "best and most distinctive" TV programming has originated in New York, he added.

Susskind then lashed out in the direction which TV programming is taking today—32 half-hours of westerns have been programmed for next season, which he said represented not only cultural disaster but bad business. As a matter of fact, he reported, the two biggest networks today each have unsold for next season a one-hour film western series.

Holds Audiences Unfruitful

Some of this, he continued, may reflect the general recession, but more importantly it reflects a growing restiveness on the part of agencies and advertisers with westerns and other mediocre programming. "The big audiences of the western series cannot necessarily be translated into purchasing terms."

"It is not our intention," he said further, "to put Shakespeare, ballet and opera on every night of the week. Rather we believe we can work within the framework of present programming to improve the quality of what's being done."

If one of the major reasons for the move to filmed TV fare was the oft-quoted one that films pay residuals, Susskind said that reason now no longer holds. "With the use of tape," he said, "there are now residuals to be had from shows originally done live."

How does the committee plan to work towards the realization of a television city in New York? Susskind said it will seek meetings with important city and state officials to impress upon them the value of New York as a TV production center.

Will Contact Office-Seekers

"This is an election year," he added, "and we hope to obtain pledges from all the candidates that they will do all they can to make the construction of a TV city here feasible. If New York City can put as much time and effort into trying to keep the Dodgers and Giants here, it ought to be able to do more to keep the center of the TV industry here."

Also sitting in on the conference, Erwin Feldman, counsel and representative for a number of TV talent unions, augmented Susskind's remarks. by saying that it's in the networks' interest to promote live quality programming. "If everything goes to film, there's no reason for a network." And, he added ominously, "if the networks do not carry out their responsibility to the public, we think the government ought to know about it."

Siena Medal Awarded Mrs. James F. Looram

Special to THE DAILY

PORT HURON, Mich., June 16.—Mrs. James F. Looram, Brooklyn, for 26 years chairman of the Motion Picture Department of International Federation of Catholic Alumnae, official reviewing group of the National Legion of Decency, was awarded the Siena Medal of Theta Phi Alpha Sorority at its biennial convention at Gratiot Inn here on Saturday.

The Siena Medal is awarded by the national Catholic sorority to a Catholic woman who has made a distinctive contribution to Catholic life in the United States. It is named for St. Catherine of Siena, patroness of Theta Phi Alpha. Mrs. Looram's association with the Motion Picture Department of the IFCA dates from 1924. Four years later she became national vice-chairman and in 1932 was chosen national chairman. Since 1934 she has been a member of the executive staff of the National Legion of Decency.

Gen. Aniline

(Continued from page 1)

II seized Interhandel's 90 per cent interest in General Aniline, contending that the Swiss firm was controlled by I. G. Farben, the German chemical trust. Since then, Interhandel has been suing to recover the vested stock.

In the latest action, lower Federal courts threw out the suit because Interhandel failed to produce records sought by the U.S. to prove German ownership. But an 8 to 0 Supreme Court opinion today, with Justice Clark taking no part, held that Interhandel's failure to produce the records had not been due to wilfulness or bad faith but due to an inability to get the records from the Swiss government. The court held the company could not under the circumstances be held responsible, and that the suit should continue in the lower courts on the merits.

The records sought by the U.S. are held by a Swiss bank, and the Swiss government has ordered the bank not to produce them.

Today's court decision reinstating the Interhandel suit apparently will delay further government efforts to dispose of the vested stock.

'Key" Date Set Here

Columbia's "The Key," a Carl Foreman picture, will have a dual American premiere at the Odeon Theatre on Broadway and the Fine Arts Theatre on the East Side on Wednesday, July 2.

THE BIG ONES...
are advertised in LIFE
Gigi
From M-G-M in COLOR
... in LIFE's June 23 issue.
ADVERTISED IN LIFE
THE BIG ONE IN MOVIE SELLING

Services for N. B. Spingold Set Here Today

(Continued from page 1)

gold. He studied law at Chicago Kent College, but chose to become a newspaper man and became a reporter on the Chicago Examiner, the Record Herald and the Tribune.

Becoming interested in show business, he was brought to New York in an important executive capacity by the William Morris office, and later joined the Shubert Organization, handling top entertainment personalities. Temporarily retiring from show business, he became associated with his wife, Frances, in operating the famed couturiere establishment known as Madame Frances.

To Columbia in 1932

In 1932 he joined Columbia Pictures as a general executive and became a director and vice-president in 1940. In 1943 he was named vice-president in charge of publicity, advertising, and exploitation.

Mr. and Mrs. Spingold, leading art collectors, were owners of a distinguished gallery of French Impressionists and contemporary American art. Many of the masterpieces have been donated to the Metropolitan Museum of Art, the Museum of Modern Art, and a museum now in process of construction in Israel.

Fellow of Brandeis University

In addition to his New York residence, Spingold maintained a home in Palm Beach, Fla. He was a director of the Palm Beach Country Club and a member of Temple Emanuel in New York and Temple Israel in Palm Beach. He was a Fellow of Brandeis University, and president of the Cavendish Club in New York. With Mrs. Spingold he was a benefactor of the Metropolitan Museum of Art and patron of the collections of the Museum of Modern Art, and was past president and member of the board of governors of the American Contract Bridge League.

Charities Many and Varied

Among Spingold's philanthropies were Brandeis University, Catholic Charities, Federation of Jewish Philanthropies, United Jewish Appeal and the Will Rogers Memorial Hospital.

In addition to his wife he is survived by two sisters, Mrs. Dorothy Hamburger of New York City and Mrs. Bella Lowenstein of Bradley Beach, N. J.

Pallbearers Chosen

Among the honorary pallbearers at the funeral this morning will be Walter Annenberg, Barney Balaban, Louis J. Barbano, Leo M. Blancke, Hubert Boscowitz, Irving Briskin, Morris Brown, Charles Brundage, Sidney Buchman, Abram Chasins, E. J. Churchill, Dr. Everett Clinchy, Ralph Cohn, Bosley Crowther, James A. Farley, Harry Fine, Carl Foreman, Dr. Dudley Fritz, Dr. Maximilian Goldstein, Dr. Edward Greenspan, Rube Jackter, Leo Jaffe, William Jaffe, Eric Johnston, Lacy Kastner, Max Kettner, Abe Lastvogel, Paul N Lazarus, Jr., William B. Maloney, A Montague, Otto Preminger, Dr. A. K Sachar, Nicholas M. Schenck, Abe Schneider, Charles Schwartz, Mende Silberberg, Spyros Skouras, George Sokolsky, A. M. Sonnabend, Sam Stayman, Donald Stralem, Samue Strasbourger, Daniel Taradash, Mortimer Wormser.

Col. Officials Mourn Death of Spingold

Executives of Columbia Pictures yesterday expressed their sorrow on the death of Nathan B. Spingold. Some of their statements follow:

Abe Schneider, president: "The death of Nate Spingold will be a tremendous loss to our company, but I will feel it even more keenly as a personal loss. He was a tower of strength from the company's fledgling days and was an inspiration to all of us. My association with him carried over more than a quarter of a century and throughout that period, my admiration and respect for him as a co-worker and as a man grew constantly. I know that he will be remembered fondly by all who knew him and that, perhaps, will be his greatest honor."

A. Montague, executive vice-president: "Nate Spingold was one of the true geniuses in the world of public relations. We were fortunate that he lent to our company and motion picture business a measure of faultless taste and wisdom for which all of us will ever be in his debt. He was my warm and devoted friend for more than 25 years and his passing is a grievous loss to me. His memory, though, will serve as a constant inspiration to all of us who were associated with him.

Sam Briskin, studio head: "Nate Singold was one of the most creative men I ever knew. His passing leaves a void that cannot be filled and I regard his loss as a deep personal blow. His contributions to the motion picture industry in general will long be remembered and the brilliant guidance and counsel he gave Columbia will never be forgotten."

Paul N. Lazarus, Jr., vice-president in charge of advertising, publicity, and exploitation: "The passing of Nate Spingold is a matter of strong personal and private grief to me. I am grateful for the intimate relationship I shared with him."

Formal Opening Set For New D.C. Studios

From THE DAILY Bureau

WASHINGTON, June 16.—Several hundred persons in the film, press, and allied fields have been invited to a formal opening and cocktail party at the new Allied Motion Picture Center, Inc., studios located in the theatre wing of the Sheraton-Park Hotel here. The opening will take place this Thursday.

Officers of the organization include John T. Gibson, president; and vice-presidents Philip Martin, Jr., Thomas H. Burrowes, Robert W. Dudley and George F. Johnston. Manager of the Center is George Dorsey, Jr.

The theatre wing of the hotel, used in recent years by NBC Radio and TV, has been completely refurbished.

Van Myers Will Head NAC Meet in Florida

Van Myers, director of concessions for Wometco Theatres, Miami, has been re-named general chairman for the National Association of Concessionaires' annual convention, October 21-25 at the Hotel Americana, Miami Beach, according to a joint announcement by NAC board chairman Bert Nathan and NAC president Lee Koken. Myers served last year in the same capacity for NAC in its combined convention with TOA-TESMA.

Concurrently with TOA

The NAC convention this year is being held concurrently with the annual meeting of Theatre Owners of America and the NAC-TOA 1958 motion picture industry's international trade show in the Americana Hotel exhibition hall.

Atlanta WOMPI Unit Installs New Officers

Special to THE DAILY

ATLANTA, June 16.—New officers and board members of the local chapter of the Women of the Motion Picture Industry were installed following a dinner at the Variety Club here late last week. A. B. Padgett of Wilkin Theatre Service officiated.

Mrs. Grovensteen President

The new officers are: president, Mrs. Helene Grovensteen; first vice-president, Mrs. Jean Mullis; second vice-president, Mrs. Polly Puckett; recording secretary, Mrs. Ray Collins; corresponding secretary, Miss Dorothy Sutherland; and treasurer, Miss Hilda Knight. Board members are: Mrs. Juanita Elwell, Mrs. Lois Cone, and Mrs. Bertha Fish.

KRS Denies Reluctance To Adjust Film Terms

From THE DAILY Bureau

LONDON, June 14. (By Air Mail). —Replying to exhibitor criticisms that they are "experiencing considerable difficulties in the conduct of negotiations with distributors for adjusted terms and break figures," R. S. Camplin, Secretary of the Kinematograph Renters' Society (KRS), denied that there is any reluctance on the part of renters to agree on a new basis for trading individually with exhibitors.

"You will remember," he pointed out to the Cinematograph Exhibitors' Association's general secretary, Ellis F. Pinkney, "that the joint agreement between the representatives of the KRS and the CEA was that individual negotiations would be entered into between renters and exhibitors in order to establish a new basis of trading.

"It was further agreed," Camplin added, "that if after due discussion and negotiation no agreement could be reached either party should have the right to refer the position to the joint committee. In view of this last-mentioned point, and in view also of the renters' agreement to make retroactive any new basis of trading agreed to the date of May 4, 1958, I find it difficult to understand the anxiety that you are expressing on behalf of your members."

Camplin concluded his reply by stressing that KRS members had no wish to obtain a disproportionate share of the recent tax concession, "in fact are anxious to abide by the assurances given to the Chancellor by the All-Industry Tax Committee that all sections of the trade will receive their proper share."

Earlier Pinkney, on behalf of the CEA, urged the KRS members "n to delay negotiations for adjuste terms as it seems clear that any suc delay cannot result otherwise than i hardship in many cases and, at th least, considerable accounting difficulties."

"In some cases," he reporte "renters are simply not accepting th principle that negotiations shou take place. It might perhaps be add that the only exception to this pos tion is Rank Film Distributors, wh made a public statement of their i tentions in the matter."

N.O. WOMPI Installs New Officers at Meet

Special to THE DAILY

NEW ORLEANS, June 16. — New officers of the local chapter of th women of the Motion Picture Industry were installed recently at luncheon at Commander's Palace. A program of special festivities was arranged by former presidents, including Mrs. Lorraine Cass, Mrs. Conni Aufdemorte, Mrs. Gene Barnett Miss Ruth Toublan and Mrs. Mari Berglund, in addition to Mrs. An Balencie, program director.

Installed as new president was Mrs. Lee Nickolaus, succeeding Mrs. Berglund. Other new officers are Mi Imelda Giessinger, first vice-president Mrs. Corinne Bouche, second vic president; Miss Toni Bollhalter, treasurer; Mrs. Carmen Smith, corresponding secretary; and Miss Jane Ell Moriarity recording secretary. Boar members installed are Mrs. Lorrain Cass, Miss Janice McDonnell, Mr Ann Dufour and Mrs. Blanche Goolleh. Mrs. Edwin R. Guidry, presiden of the Mercy Hospital auxiliary an the Warren Easton Parent-Teache Association unit, graced the speaker table.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 118 NEW YORK, U.S.A., WEDNESDAY, JUNE 18, 1958 TEN CENTS

Shapp Says:

Home Demand For Telemovies Demonstrated

Says Bartlesville Test Underlined Variety, Price

Special to THE DAILY

PHILADELPHIA, June 17.—The Bartlesville closed circuit television xperiment which was discontinued arlier this month demonstrated that here is a market for in-the-home entertainment service if it is sufficiently varied and properly priced, Milton J. Shapp, president of Jerrold Electronics, says in his annual report to stockholders, released today. Jerrold manufactured and installed the equipment used in the Bartlesville cable theatre experiment conducted by Video Independent Theatres of Oklahoma City.

The report said the company "will

(*Continued on page* 4)

Hyman Praised for Work On Orderly Distribution

Leading executives of production, distribution and exhibition have written many letters of thanks to Edward L. Hyman, vice-president of American Broadcasting-Paramount Theatres, for his work in compiling a manual of company release schedules

(*Continued on page* 4)

Cinerama Openings Set in Sydney and Hawaii

Cinerama is being installed at the Plaza Theatre in Sydney, Australia, for an early September opening, and it is expected that a deal for a Cinerama house in Melbourne will be ar-

(*Continued on page* 4)

Television Today Page 4

N. Y. Variety Club Votes to Limit Number of Its Canvasmen to 11

The Variety Club of New York, Tent 35, voted unanimously yesterday to amend its constitution to limit the number of canvasmen to 11, instead of 22, as at present, at a luncheon meeting at Toots Shor's. Under the amendment, the 11 canvasmen will elect, from among their number, the tent's five officers, thus following the traditional Variety Club international procedure.

Ira Meinhardt, local chief barker, also called the attention of tent members to a new group insurance plan available to members and their families, and written by the Bankers National Insurance Company of Montclair, N. J. From $1,000 to $5,000 of insurance may be obtained, at minimum premium rates, depending on age, it was explained.

The luncheon meeting served to introduce to local barkers the new international chief barker, George W.

(*Continued on page* 5)

Six Warner Exchanges Have Been Reopened

Warner Bros. have reopened four more film exchanges in key cities during the past week or two, making a total of six exchanges reopened. The company had closed or consolidated about 13 exchanges earlier this spring, leading to reports that it planned to streamline its distribution so as to function with a total of nine to 12 exchanges, compared with the former 32.

Exchanges reopened include those in New Haven, Portland, Omaha and Milwaukee. Previously reported reopened were the Albany and Memphis exchanges.

In each instance, a sharply cur-

(*Continued on page* 5)

Wisconsin Allied OK's Reentrance Into Compo

Special to THE DAILY

PEWAUKEE LAKE, Wis., June 17.—Allied Independent Theatre Owners of Wisconsin, in convention here today, ratified the action of the board of directors of Allied States Association in rejoining the Council of Motion Picture Organizations, and voted its full support of business-building campaigns on both a local and national basis.

Ben Marcus, president of the Wisconsin organization, stated that the group will repeat next year the one-day business-building meeting held

(*Continued on page* 5)

S.F. 1950 Ticket Rates Item at Embassy Trial

Special to THE DAILY

SAN FRANCISCO, June 17 — Testimony which George Milner gave many months ago in the Samuel Goldwyn case before the same Federal judge was recounted today as the head film buyer for Fox West Coast Theatres in this territory took the stand in the $8,000,000 Embassy Theatre anti-trust suit against Para-

(*Continued on page* 4)

Tribute to Spingold Delivered by Johnston

Nathan B. Spingold was "much more than a great creative force in Columbia Pictures—he was a great creative force for good that moved far beyond his company, even his industry," Eric Johnston, president of the Motion Picture Association, said yesterday in a eulogy for the Columbia vice-president and board member, who died on Saturday. Several hundred industry executives and representatives from religious and cultural groups attended the funeral services at Temple Emanuel. Dr. Juline Mark, senior rabbi of the congregation, officiated, and interment was at Mt. Pleasant, Westchester.

"Within my ken," Johnston said, "I

(*Continued on page* 2)

Michigan Allied Meet Set for Sept. 17-18

Special to THE DAILY

DETROIT, June 17. — William Wetsman, convention chairman, has announced that Michigan Allied's 39th annual convention will be held Wednesday and Thursday, Sept. 17 and 18, at the Sheraton Cadillac Hotel here.

It will be preceded by a night-club party in the Book Casino, with dinner, dancing and entertainment the evening of Tuesday, Sept. 16.

Seasonal Jump

Report Big Rise in U. K. Admissions

First Quarter of '58 Totals 199,000,000

By WILLIAM PAY

LONDON, June 17. — The latest installment in Board of Trade statistics released today confirms earlier forecasts of a slowing up in the decline in the level of cinema attendances here. The BOT Journal reports that while admissions for the first quarter of 1958 totalled 199,000,000, approximately 65,000,000 or 24 per cent below the total for the comparable 1957 period, they did show a seasonal increase nearly 10,000,000 more than the previous quarter.

Gross takings for the first quarter of this year were £21,800,000 ($61,040,000)—17 per cent below the first

(*Continued on page* 2)

Rank Precision Shows $1,664,017 Profit

From THE DAILY Bureau

LONDON, June 17.—Accounts of Rank Precision Industries, Ltd., show a trading profit of £594,292 ($1,664,017) in the year to Dec. 28, 1957, comparing with £750,919 ($2,102,573) in the preceding year. The directors recommend an ordinary dividend of 5 per cent against 15 per cent in 1956.

In his statement to the stockholders, the chairman, Lord Rank, reminds them that he had warned previously of a recession due to the un-

(*Continued on page* 4)

Pitt. University Buys Theatre from S-W

Special to THE DAILY

PITTSBURGH, June 17.—Although it hasn't officially been announced yet, the University of Pittsburgh has purchased the Schenley Theatre in the Oakland district of Pittsburgh from the Stanley Warner Corp. The historic house seats 1,750 persons, and

(*Continued on page* 5)

PERSONAL MENTION

DR. HERBERT T. KALMUS, Technicolor president, and Mrs. Kalmus will leave here today aboard the "Queen Mary" for Europe.

•

Jules Lapidus, Warner Brothers assistant general sales manager, celebrated his 24th wedding anniversary last week.

•

Blanche Livingston, in charge of publicity for out-of-town RKO Theatres, accompanied by her husband, Albert Levi, will leave New York on Friday for Europe.

•

Irving Sochin, general sales manager for Rank Film Distributors of America, will return to New York tomorrow from Boston.

•

Louis Vorzimer, Brandt Theatres executive, has been married to Anne Shaw.

•

Mrs. Helynn Joyce Strong, wife of "Skip" Strong, Movietone News foreign editor, gave birth to a son here Monday at Doctors Hospital.

•

J. D. Woodard, Warner Brothers publicity chief for the Southeast, and Charles Simpson, vice-president of Capital Releasing Corp., Atlanta, are hospitalized there following an automobile accident.

•

Hazel Court, British actress, has returned to London from New York via B.O.A.C.

•

Fred Goldberg, executive assistant to Roger H. Lewis, United Artists national director of advertising-publicity, has returned to New York from Texas.

•

Martin Richman, member of United Artists' legal department, was married here last weekend to Renee Spector.

•

Fred R. Greenway, retired manager of Loew's Palace Theatre, Hartford, has left there with Mrs. Greenway for their new home in Los Angeles.

•

Harold Boxall, managing director of London Film Productions, Ltd., and Mrs. Boxall, will arrive in New York aboard the "Queen Mary" today from England.

Rise in U. K.

(Continued from page 1)

quarter of 1957 but £1,500,000 ($4,200,000) more than the fourth quarter of 1957. The Board says the full effect of the increase in seat prices also is being felt this year, when the average admissions price is 26.3 pence or 10 per cent above last year.

Pointing out that the first quarter of 1958 was the fourth successive quarter in which admissions have shown decreases of about 20 per cent, the Board said that bad weather in February and March this year affected attendance for that quarter. The BOT statistics relate to 4,064 cinemas, about 180 less than those for the year before.

Franchise Holders For 'Attila' Named

Special to THE DAILY

BOSTON, June 17. – Franchise holders have been appointed in several territories by Joseph E. Levine, president of Attila Associates, to distribute the film "Attila."

They include in New York, Buffalo and Albany George Waldman, Realart Pictures; New England and Connecticut, Embassy Pictures Corp.; Chicago, Max Roth, Capitol Films; Cleveland, Imperial Pictures; Detroit, Jack Zide, Allied Film Exchange; Los Angeles, San Francisco and Seattle, Red Jacobs, Favorite Films; Milwaukee and Minneapolis, Don Swartz, Independent Film Distributors; Philadelphia, Joe Solomon, Fanfare Films; Pittsburgh, Bert Stern and Milton Brauman; Washington, D. C., Jerome Sandy; Dallas, Bob O'Donnell, Empire Pictures.

Budd Rogers of New York will act as producers' representative for Levine in the United States.

Charges-Hike Denied Michigan Truck Co.

Special to THE DAILY

DETROIT, June 17.–The Michigan Public Service Commission has denied Film Truck Service, Inc., an additional 7½ per cent increase in film delivery charges in the state. There have been a number of hearings since the first of the year at one of which an interim hike was granted.

Exhibitors "continue to hope that in future intra-industry problems will be solved by mutual consideration around a conference table rather than by arguments before a commission or a court," an organization spokesman said.

'Kings' Here July 3

United Artists' "Kings Go Forth" will have its New York premiere at the Capitol Theatre on July 3.

Sindlinger Puts Holiday Takes 15% Below '57

Theatre attendance for the past Decoration Day week was said by Sindlinger & Co. to have been 38,338,000, described as a new high for the year but 14.9 per cent below the corresponding week last year.

The report, released by M. L. Simons, vice-president of the Sindlinger motion picture division, gave drive-ins an edge of more than 1,000,000 over four-wall theatres in the attendance for the week, although drive-in operators across the country have been complaining that the season has been their worst in memory. The report divided the week's attendance thusly: drive-ins, 19,966,000; four walls, 18,372,000.

Good Appointed RKO Foreign Service Head

Arthur Good has been appointed foreign service manager for RKO Radio Pictures, it was announced by Walter E. Branson, vice-president in charge of world-wide distribution. Good succeeds Harry Ehrreich, who has resigned to take a position with Buena Vista.

Good has been with RKO for some years, holding posts as short subjects sales manager and manager of the 16mm department. Ehrreich was with RKO for more than 25 years, serving the entire time with the foreign department.

Announce Todd Firm

Elizabeth Taylor Todd and Michael Todd, Jr., will formally announce today the formation of Michael Todd Productions, their new motion picture production firm at a press session to be held simultaneously in New York, Chicago, San Francisco and Los Angeles. Miss Taylor and Todd, who are in Hollywood, will speak with newsmen by way of an amplified telephone hook-up.

MGM Buys 'Travels'

MGM studio head Sol C. Siegel has announced the purchase by the studio of the best-selling novel, "The Travels of Jaimie McPheeters," written by Robert Lewis Taylor and recently published by Doubleday, to be brought to the screen by producer Lawrence Weingarten with Richard Brooks directing and writing the screenplay as an Avon Production.

'Time' Big in Chicago

Warner Bros.' "No Time for Sergeants" opened to exceptionally good business at the Chicago Theatre, Chicago, with the first three days' gross an outstanding $34,155, the company reported.

Eric Johnston

(Continued from page 1)

know of no man who had more friends, more loyal friends. People thought of Nate Spingold not simply as an executive of Columbia. They thought of him as part of the motion picture at is very best—and indeed he was.

"There was never a crusade in the motion picture industry that wasn't Nate Spingold's crusade. There was never a cause in the motion picture industry that wasn't Nate Spingold's cause. There was never a crisis in the motion picture industry that wasn't Nate Spingold's crisis. And there was never an injury done to the motion picture industry that wasn't done to Nate Spingold as well.

Industry 'A Part of Himself'

"He made the whole industry a part of himself because he believed with fervent and unshatterable faith that the motion picture was man's greatest creation to reach across all boundaries to other men."

In conclusion Johnston said, "Such a man departs this world but never leaves it. He can never leave it because he remains forever in the hearts of all who knew him. He can never leave it because of the gift he gave to young men in his lifetime. Such a gift is the most enduring of legacies."

Further expressions of sorrow at the death of Nathan B. Spingold were received from executives of Columbia Pictures by Motion Picture Daily yesterday. They were as follows:

Leo Jaffe, vice-president: "My sense of personal loss at the passing of Nate Spingold is simply overwhelming. My relationship with him was unique. He was friend, mentor and like a father to me. I found in his great warmth and wisdom a source of inspiration to my whole life."

Rube Jackter, general sales manager: "A man can count himself fortunate to have been included among the friends of Nate Spingold. I grew up in the motion picture business, warmed and unlifted by the inspiration of his personality. The shock of his passing leaves me deeply grieved."

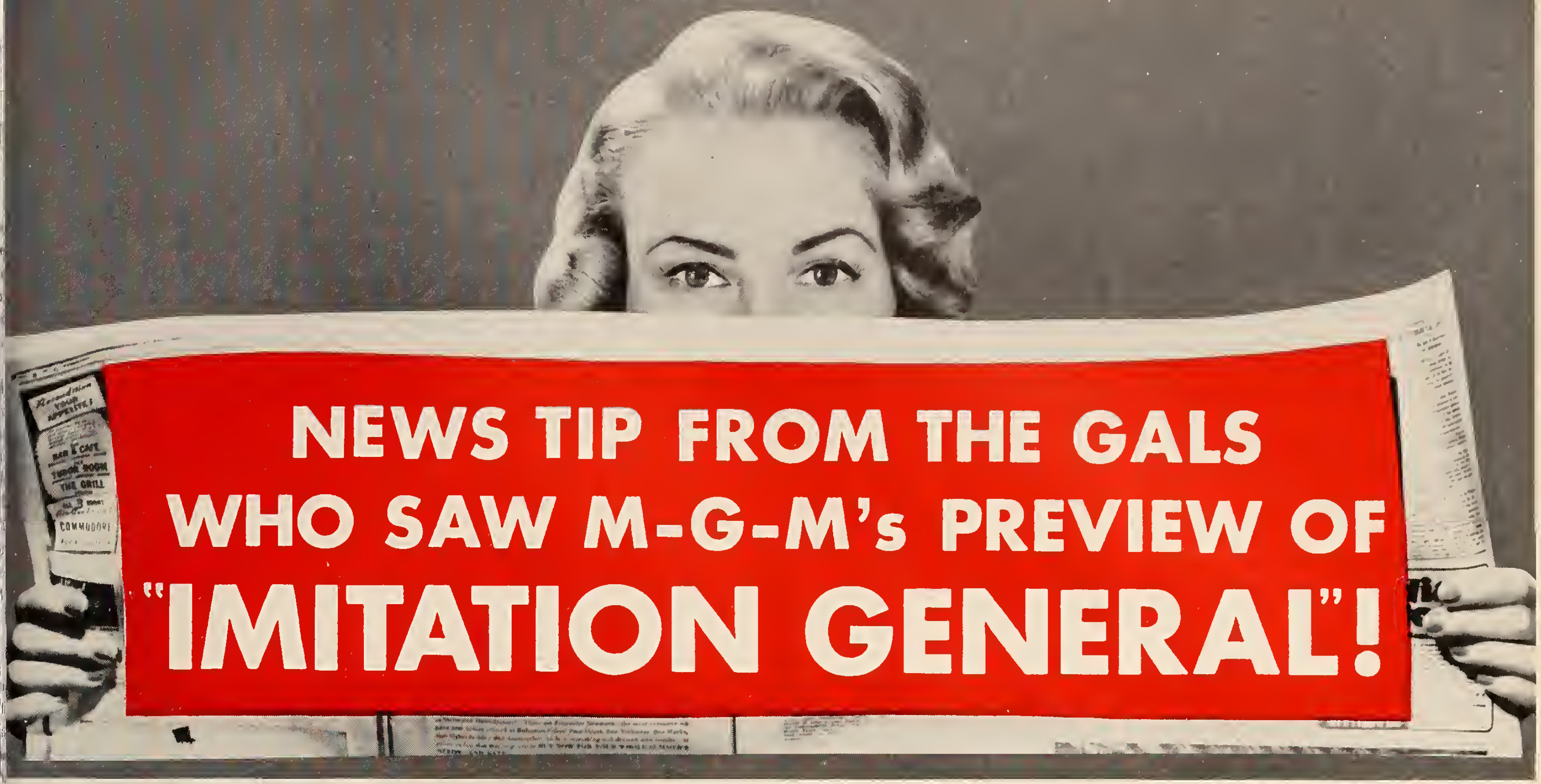
Gerard Speaks Today

Philip Gerard, Universal Pictures' eastern publicity manager, will address the Schine Circuit's managers meetings at Gloversville, N. Y., today. Gerard will talk at the dinner meeting.

'Rebel' to Guild Here

Samuel Goldwyn Jr.'s "Proud Rebel" will be the next attraction at the Guild Theatre here.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.


NEWS TIP FROM THE GALS
WHO SAW M-G-M's PREVIEW OF
"IMITATION GENERAL"!

A wonderful Sneak Preview
At neighborly Loew's 72nd St., N. Y.!
Film Research Survey, Inc. says:
"WOMEN TOPPED THE MEN IN
ROUSING 'WILL RECOMMEND'"!
(And it's the gals who get the guys to go!)
Glenn Ford hailed for another hilarious
"Don't Go Near The Water" role!
Riotous Red Buttons tops the Survey's
All-time high for a New Star!
Watch for M-G-M's Exchange City
Theatre Previews for exhibitors, press,
Civic leaders and opinion-makers!
You'll agree with the gals it's a "Must See!"

M-G-M presents
GLENN FORD in
IMITATION GENERAL
Co-Starring **RED BUTTONS · TAINA ELG**
with **DEAN JONES** · Screen Play by WILLIAM BOWERS · Based On the Story by WILLIAM CHAMBERLAIN
In CinemaScope · Directed by GEORGE MARSHALL · Produced by WILLIAM HAWKS · An M-G-M Picture

M-G-M
BACK ON
TOP IN
'58!

Television Today

Who's Where

Libby Calamia has been appointed art director for WABC and WABC-TV, it was announced by **Robert L. Stone**, vice-president in charge of WABC-TV. Calamia was previously art editor for Dell Publishing Company.

□

Three promotions in NBC research and planning were announced by Dr. **Thomas E. Coffin**, director, research, for the National Broadcasting Company. They are: **Marvin W. Baiman** appointed manager, research studies; **Jack B. Landis** appointed manager, research development; **William S. Rubens** appointed manager, audience measurement.

CNP Distributor Notes Sales Surge in Canada

Fremantle of Canada, Ltd., Canadian distributor for California National Productions, had a "five-fold increase" of business over last year, "placing it among the three top distributors in Canada," Ralph Ellis, general manager, announced yesterday.

Ellis noted there has been a "tremendous surge in film sales within Canada" and said it will reach new levels in the fall when the micro-wave relay is completed from St. John's, Newfoundland, to Victoria, British Columbia. This will be the longest such relay in the world--a distance of 3,500 miles.

"Even at present Canada has a greater film sales potential than Great Britain," Ellis declared.

One Man's TViews

By Pinky Herman

SUCCE$$ $TORY: 19 years ago three tin pan alleyites, Paul Cunningham, Leonard Whitcup and Ira Schuster brought their newest ditty, "I Am An American" to a young orchestra leader named Gray Gordon who recorded the number for Victor. The recording firm just re-released the patriotic song in its Bluebird Children Series and the deejays have latched on. Ira has since passed away but the other three principals in this yarn have done a lot of ladder-climbing; Gray Gordon is now manager of the great "Mr. & Mrs. Records" Team, Les Paul & Mary Ford, Leonard Whitcup is treasurer of the American Guild of Authors & Composers while Paul Cunningham is president of ASCAP. . . . Jack Spina, manager of Pat Boone, leaves for Hollywood end of the month for the start of production by 20th Century-Fox of the new Boone musical, "Mardi Gras." The Jerry Wald production will also feature Gary Crosby and Tommy Sands and starts rolling July 7. . . . In less than three years Ruth Franklin's versatile voice characterizations have upped her into the hundred grand bracket. Her latest telecommershills are for U S Steel and Pepsodent. . . . They knew he was coming so they baked a cake. After an illness that kept him off the show for two months, announcer Mort Lawrence returned Monday to his "Big Payoff" CBShow and after the program, was "welcomed back" with a large chocolate cake by Bess Myerson, Bob Paige and the cast.

☆ ☆ ☆

Fred Mahlstedt

Director of operations Fred Mahlstedt of CBS TV Film Sales just returned this week from a trip to Havana where he set up several lucrative Latin-American deals. "John Foster" Mahlstedt flies to the coast next week for another sales project. . . . Allan Sherman, for the past six years producer of the Goodson-Todman Package "I've Got A Secret," leaves the show after the July 2 program to become an indie producer. . . . Irving (Tea For Two) Caesar and Gerald (All Of Me) Marks have collabbed on a rhythm ballad, "Who Wants Love?" which sounds like one of the cleverest bits of sophisticated satire of the past decade. If you're reading, Pearl Bailey, Eydie Gorme, Georgia Gibbs, Gogi Grant, what're you waitin' for? . . . Quaker Oats and Brown & Williamson Tobacco will co-sponsor a new ABCops 'N' Robbers telefilm series, "Naked City," localled in Gotham with vet John McIntyre and newcomer James Franciscus as the sleuth team. Program will be seen Tuesdays (9:30-10:00 P.M.) and will be produced by Herbert B. Leonard for Screen Gems.

Home Demand for Telemovie

(Continued from page 1)

continue to devote the necessary efforts to further development of the Jerrold Cable Theatre which, to many motion picture exhibitors and producers, holds the answer to that industry's economic revival.

"The recent development at our research laboratory of an outside-the-home, central metering system, utilizing the same cable system which distributes cable theatre programming will, we believe, considerably enhance the marketing approach to the sale of this service.

"The entire field of closed circuit television is still in its infancy. The most rapid strides are being made in its application to educational institutions. Its use by industry and the entertainment industry continues to fall into the category of long-range development for our company."

"Though there is an obvious need for additional test installations, exper ence in Bartlesville indicates that the exists a definite consumer demand f an in-the-home entertainment servi if it is sufficiently varied in conten and properly priced. The technic and economic advantage of the cab distribution technique consistently u held by Jerrold before the Feder Communications Commission, Co gressional committees and the ente tainment industry has been demo strated by the Bartlesville Cab Theatre experiment," the company annual report states.

The company's net sales and servic revenues for 1957 were reported $6,055,647, for the fiscal year end Feb. 28, 1958. Net income after pr vision for taxes, depreciation an other charges, amounted to $105,28 compared with $166,133 for the pr vious year.

S.F. Ticket Prices

(Continued from page 1)

mount, National Theatres and other distributors and circuits.

Milner also admitted, under direct questioning by Embassy attorney Robert D. Raven, that identical admission prices were in effect through 1950 for all San Francisco first-run houses, except in instances when a stage show was thrown in with the film bill. This is a basic point the plaintiffs' have been trying to establish in their claim that uniform admission prices were part of a National Theatres circuit "conspiracy" to keep independent theatres, such as the Embassy, from negotiating first-run rentals.

Queried on Nasser-FWC

Having previously won the consent of Judge Edward P. Murphy, over strong defense objections, to avail himself of testimony in the Goldwyn case, Raven asked for and received from the witness the admission that Milner and Henry Nasser "worked out" a deal in 1948 for a division of product between the Nasser circuit and FWC.

In 1947 the government decree in the Paramount case banned such practices. At that time FWC was operating both the Rialto and El Capitan theatres here and then after the pool-breaking edict by the government, Nasser took over the operation of the Rialto and renamed it the Crown.

Milner further testified that all distributors who are now defendants in the Embassy suit agreed to the arrangement he and Nasser made for division of film rentals.

Cinerama Openings

(Continued from page 1)

ranged shortly, B. G. Kranze, vice-president of Stanley Warner Cinerama, announced yesterday.

In addition he stated that the first Cinerama theatre in the Pacific Islands will get underway July 22 when the Princess Theatre in Hawaii opens with "This Is Cinerama."

Rank Precision

(Continued from page 1)

favourable trading conditions in t year.

"However," says the chairma "having regard to the serious financi position of the cinema industry 1957 in the absence of adequate e tertainment tax relief the results f this year are by no means unsatisfa tory. I find one refreshing point wh considering last year's results, and a the difficulties with which the ma agement was faced, namely that ov 36 per cent of our total sales we achieved in the export market."

Cites Further Expansion

Lord Rank declares that the con pany is developing still further i policy of expanding the activities the Group in fields outside the cine industry and an important reorganis tion of the group is being carri through in 1958. To complete th reorganisation further capital expend ture of about £1 million will be r quired during the next three years.

Hyman Praised

(Continued from page 1)

in the interest of orderly product di tribution.

The schedule lists all produ through the end of the year and h been sent to 800 members of the thr industry segments. Response was favorable that the next listing, whic will be ready about Oct. 1 and i clude releases until September, 195 will be increased to 2,500 copies.

Industry Leaders Voice Praise

Among the production executiv writing Hyman to praise his wo were Abe Montague, Al Daff, Charl Boasberg, Y. Frank Freeman an Steve Trilling. Exhibitors inclu Elmer Rhoden, Harry Brandt, D Lewis, Harry Kalmine, Charles Sma witz, Manny Frisch, J. J. Fitzgil bons, Bob Selig, M. J. Mullin, San uel Goldstein, and others.

Wisc. Allied

(*Continued from page* 1)

ast January, it was stated today by 3en Marcus, president, at the convention being held here by the organization. "The ideas developed at this neeting," he said, "made money for he exhibitors."

In speaking of national conditions, Marcus stated that Wisconsin Allied eels it must take action alone "to take are of conditions in our own back vard."

He said United Artists initiated bidding in a downtown situation in Milwaukee—and it would have spread f we hadn't taken action to stop it—vith "Sweet Smell of Success." "We stuck together and would not play it. United Artists has stopped this pracice."

Wants to Play 'Kwai'

Marcus expressed dismay that members of the organization cannot at his time play "The Bridge on the River Kwai," saying that the results n Minneapolis would have been far nore beneficial to Columbia Pictures f the film were in more general rease. He urged that the current 28-lay clearance for small towns be hanged to 14 days and called for n increase in the number of prints vailable to such situations.

"Wisconsin Allied," he said, "has been active in fighting these practices hrough its office and its staff."

In speaking of conciliation, Marcus aid the plan has been accepted. "I uggested to the film companies," he aid, "that we are willing to accept conciliation, but to date we have had 10 reply to our offers."

Horace Adams Heard

Horace Adams, president of Allied States Association, spoke on the subect of business conditions generally, calling for a firm stand against disribution practices which "hurt the 1ouse." He decried the selling of films o TV, pointing out that just as the exhibitor members seemed to be recovering from the sale of pre-1949 film o the sight-and-sound medium, the ale of post-1948 product made sucessful operation again difficult.

"There must be some clearance nd understanding," he said. "You are he men who paid for the films now on TV. Producers are not only runing our business but theirs as well; hat's the pity of it. The backbone of his business was clearance, but there s no clearance now. Distributors play oadshows and then come back and ell roadshows first-run, sub-run, and ub-sub-run."

Lauds Compo B-B Plan

Adams criticized the terms established for "The Ten Commandments" nd "The Bridge on the River Kwai," nd urged his listeners to "go along" vith the business building plan of the Council of Motion Picture Organizaions. "You can be thankful," he said, for men like Ben Marcus, Jack Kirsch nd Trueman Rembusch, who are ever eady to fight for the exhibitors on ny front."

REVIEW:

The Revenge of Frankenstein

Hammer Films—Columbia

THOSE SPECIALISTS in horror from England, the group known as Hammer Films, have made a sequel to "The Curse of Frankenstein," which was one of the surprise box office hits of last year. "The Revenge of Frankenstein" is a much better example of its genre than the first and looks certain to bring comparative grosses. (In the interim these tireless purveyors of the horrific made "Horror of Dracula," which is also currently making a commercial name for itself.)

"The Curse of Frankenstein" ended with the famous baron in jail—and that's where this follow-up story begins. Just as he is about to go to the guillotine, two associates rescue him and decapitate and bury a priest in his stead. Then Frankenstein sets up new headquarters in another country and merrily begins the business of creating a "human being" in his secluded laboratory again.

Only this time the baron doesn't make a monster but acquires a perfect—albeit very dead—physique into which he transplants a living brain. And he makes certain he doesn't repeat the mistake of his previous experiment; he selects the brain of a normal man and not a degenerate. All goes well, and the operation is a success. But, alas, fate intervenes—the "creation" gets in a fight, has his new brain damaged, and turns into a ferocious cannibalistic monster again.

AT THE END the Monster is killed, but Frankenstein is not. Presumably he will soon reappear in a third Hammer film.

If he does, and the picture is as good as this one, it will be most welcome—to the people who like such films, that is. For "The Revenge of Frankenstein" is a horror picture turned out with creative skill and imagination. The most notable contribution the Hammers have made to the genre is their stunning use of color for frightening effects. Blood dripping from a dismembered arm looks 13 times as gory in Technicolor, and there is nothing so chilling as the sight of a green light thrown over a corpse. The Hammers have demolished once and for all the theory that horror films should always be in black-and-white.

In the role of Frankenstein, Peter Cushing once again puts his austere and forbidding visage to effective use, and his acting associates are all up to par. They include Michael Gwynn as the "monster"; Francis Matthews as the baron's medical assistant; and Eunice Gayson as the inevitable female nurse who gets in the good doctor's way.

The Hammer production crew includes, as before, producer Anthony Hinds, director Terrence Fisher and writer Jimmy Sangster. Michael Carreras was executive producer. Horror never had it so good as when these boys operate.

Running time, 90 minutes. Adult classification. Release, in July.

RICHARD GERTNER

N. Y. Variety Club

(*Continued from page* 1)

Eby, who spoke briefly on the work of the Variety Club, and referred to the recent international convention in London.

Also present at the luncheon were: George Hoover, international executive director; William S. Koster, international representative, Boston; Nat Taylor, chief barker, Toronto; Spence Balser, chief barker, Buffalo; Leo B. Beresin, second assistant chief barker, Philadelphia. Harold J. Klein, past chief barker of the New York tent, was toastmaster. Christine Carere, French actress making her American film debut in the forthcoming 20th-Fox film, "A Certain Smile," was introduced.

'Indiscreet' on June 26

Warner Bros.' "Indiscreet" will have its world premiere here on Thursday, June 26, at Radio City Music Hall.

Pitt. University

(*Continued from page* 1)

will serve as an auditorium for Pitt functions after the University takes over on July 1. Pitt has been using the Stephen Collins Foster auditorium which seats only 672 or the vast Syria Mosque, which has a capacity of 3,850.

Syndicate Buys Another Unit

The Stanley Warner Corp. has also disposed of its 3,000 seater, the Enright, in the East Liberty section. A syndicate, which took over will probably use it for sporting events.

'Goddess' Wins Award

BRUSSELS, June 17.—"The Goddess," Paddy Chayefsky's first original motion picture story made into a film for Columbia release, has been chosen for a special jury award for exceptional quality at the film festival of the Brussels International Exposition.

PEOPLE

Al Bloom, editor of Greater Amusements for the past six years, has resigned to join Doubleday-Doran in Minneapolis. No successor to Bloom has been announced.

☐

Richard Helledy, active for the last five years in the radio and TV industry of the St. Louis area, has joined Ampex Corp. as district sales manager in that territory.

☐

E. J. Solon, treasurer of the Interstate Circuit, of Texas, and Mrs. Solon marked their 50th wedding anniversary recently with a Mass at Christ the King Church, Dallas, and a reception at Knights of Columbus Hall.

☐

Philip Fliashnick, associated with ABC Vending Corp. for the past 14 years as metropolitan sales manager, has joined Navist Theatre Circuit, which operates houses in Mt. Vernon, The Bronx, Jersey City and Stamford, Conn.

☐

Robert Burnett, formerly office manager and booker for Universal Pictures in Atlanta, is now with Ideal Pictures there in the same capacity.

Warner Exchanges

(*Continued from page* 1)

tailed office staff has been set up to man the reopened branches, consisting of a branch manager, booker and essential office help only.

One explanation of the reopenings was that independent producers complained selling of their pictures might be at a disadvantage in the event any appreciable number of exchanges were eliminated.

National Film Service handles all the physical distribution functions for Warners under a deal closed this spring.

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Concise and to the Point

VOL. 83, NO. 119 NEW YORK, U.S.A., THURSDAY, JUNE 19, 1958 TEN CENTS

Philip Gerard

Sees Industry Heading for New Stability

Optimism Is Keynote of Schine Theatre Meeting

Special to THE DAILY

GLENS FALLS, N. Y., June 17.—Changes now taking place in the moion picture industry will lead to a 'healthier and more stable business," Philp Gerard, Eastern publicity manager of Universal — nternational Pictures, said here tonight in a dinner address at the convention of Schine Theatres. The two-day sessions, which began today at the Queensbury Hotel here, are being attended by

Philip Gerard

(*Continued on page 2*)

Six-Point Study Urged On Theatres by Marcus

Special to THE DAILY

PEWAUKEE LAKE, Wisc., June 18—A definite research program for the ndependent exhibitor was suggested and outlined here today by Ben Marcus, president of Allied Independent Theatre Owners of Wisconsin at the closing session of that organization's business-building convention. Marcus urged the delegates to:

¶ Study the type of pictures which the patrons prefer today.

¶ Learn the exact type of audiences

(*Continued on page 3*)

Television Today

Page 5

Showmanship Still Thrives, Quigley Award Judges Find

By JAMES M. JERAULD

(Pictures on page 4)

That showmanship with modern improvements is very much alive and shows results at the box office was the unanimous opinion of the judges in the 24th annual judging for the Quigley Grand Awards recently. The members of the panel, all experts in the management of circuits and individual theatres, agreed that an enormous amount of work had been done by individual contenders in three classifications — large situations, small situations and overseas.

The winners were:

Large Situations—J. CLYDE FULLER, JR., manager of Loew's Kings theatre, Brooklyn, N. Y., at the time he submitted his campaign. He has since been promoted to the helm of Loew's State theatre on Broadway, New York.

Small Situations—PAUL D. FLOWERS, manager of the Fox Venice theatre, Venice, Calif.

Overseas—ROD GURR, publicity and advertising manager for MGM in Australia and New Zealand. VIERI NICCOLI, publicity and advertising director for Paramount in Rome, Italy.

Double awards were made in the foreign division, because of the excellence of Gurr's campaign on "Shiralee" at the Scone theatre, Scone, Tasmania, and the very special

(*Continued on page 4*)

'Busman' Set in 70mm As First for Todd Prod.

Bill Cimillo is going into the movies with Elizabeth Taylor.

Remember Bill? No!

Well, Bill is the Bronx bus driver who became so bored with looking at Gunhill Road and the abutting scenery for 16 years through a windshield, plus waiting for women to find nickels in the recesses of their dress suit cases, and getting hoarse from shouting "move to the rear" that he turned to the left at the bus garage

(*Continued on page 5*)

Cinerama Prod. Net at $273,218 for 6 Months

Cinerama Productions Corp. had a net profit before Federal taxes of $273,218 for the six months ended May 2, stockholders were advised in a statement issued yesterday. This compares with $55,580 for the corresponding period of the preceding

(*Continued on page 2*)

Lippert Finds Good Reaction from Exhibitors to His 'Upbeat' Message

By J. A. OTTEN

WASHINGTON, June 18.—Robert Lippert, producer-exhibitor who took to the road to try to dispel what he calls the industry's "downbeat" feeling, is finding good exhibitor reaction.

Now almost midway through his tour of 30 exchange cities, Lippert has been telling exhibitor groups to "get some optimism" into their thinking because "there are more big pictures coming than the industry ever made before."

Lippert spoke to some two dozen local exhibitors here today at a luncheon meeting, following a pattern he has set, and then brought them over to the Twentieth Century-Fox exchange building to show them some trailers of upcoming Fox pictures. In his talk to the group, however, he described pictures coming from other companies, as well.

"I tell them good business all adds up to good pictures," Lippert said in an interview after the luncheon session, "and now Hollywood is making more good pictures and spending more than it's ever spent. I tell them to advertise in all media—in newspapers, on radio and on television. I tell them we have bigger pictures coming than

(*Continued on page 2*)

Debate on Bill Opens

Senate Backing 'No-Tax Cuts' Move of House

Outlook for Relief Dim; 3 More Chances Later

From THE DAILY Bureau

WASHINGTON, June 18. — The outlook for any admissions tax relief this year darkened today, as Senate sentiment mounted for a hold-the-line tax policy.

The Senate began debate on the House-passed bill to continue present corporate and excise tax rates, with opponents of tax cuts increasingly optimistic they could beat down all tax cut proposals. An overwhelming 65-to-23 vote quickly rejected a motion

(*Continued on page 3*)

Eby Asks V. C. Members From Related Fields

Enlistment of more Variety Club members from entertainment fields outside of theatres and motion pictures, and particularly in television, radio and press and advertising areas is an objective of the new International Variety Clubs administration, George Eby, International chief barker, declared at a luncheon in the Hotel Warwick here yesterday.

George Eby

With Eby at the luncheon for film

(*Continued on page 3*)

N.E. Exhibitors Hit Para. 'Ten' Policy

Special to THE DAILY

BOSTON, June 18.—The board of directors of Independent Exhibitors, Inc., of New England, a unit of Allied States, today passed a resolution condemning the "royalty policy" of Para-

(*Continued on page 2*)

PERSONAL MENTION

JOEL LEWIS, manager of the Five West Theatre, Baltimore, and the former BARBARA MEYEROWITZ, married last week, are honeymooning in New York.

•

ALLEN M. WIDEM, motion picture editor of the "Hartford Times," has returned there from Chicago.

•

NELLY GINSBERG, wife of SIDNEY GINSBERG, assistant to the president of Trans-Lux Distributing Corp., has given birth to a son, RICHARD FRANK, at Long Island Jewish Hospital.

•

JACK OSBORNE, British scenario writer, arrived in New York from London yesterday via B.O.A.C.

•

KING VIDOR, director, has left New York for England.

•

HOWARD W. KOCH, director, has returned to Hollywood from New York.

Cinerama Net

(*Continued from page* 1)

year. There was no provision in either case for Federal taxes because of the carry-forward loss from prior years, it was pointed out.

Gross income from theatre operations for the 1958 period was $187,873 as compared with $105,803 in 1957. This year a reduction of reserve for theatre restoration charged during prior years, totaling $164,540, brought the total gross six-month income to $352,414. For the 1957 period total gross income was $105,803.

Net worth (deficit) of the company as of May 2, 1958, was reported at $86,420, as compared with net worth (deficit) of $575,908 on April 30, 1957. A large part of the reduction in deficit resulted from various adjustments made pursuant to settlement agreements with Stanley Warner Cinerama Corp. previously reported.

$10,600,000 Recovered

From Aug. 10, 1953, to May 3, 1958, Stanley Warner Cinerama was to recoup $14,100,000 for the production of pictures and opening of theatres. Of this amount, approximately $10,600,000 has been recovered out of net theatre receipts. As of May 3, 1958, there was a balance to be recovered of $3,500,000 for all costs of producing the first four Cinerama pictures and opening all theatres, and, in addition, costs for "Cinerama—South Seas Adventure," which has not yet opened.

Sees New Stability for Industry

(*Continued from page* 1)

Schine home office personnel, zone, group and city managers.

Theme of the convention is "Project Hard Sell," and several speakers today set the tone for the optimistic approach. They included J. Myer Schine, Donald Schine, and G. David Schine, and other home office executives.

Gerard's speech, entitled "Our Industry on the Upbeat," was in line with the convention's general point of view. "I believe we are going through some healthy changes which are inevitable and sound and are part of the experience of all industry which must from time to time meet changes and challenges and crises and then go beyond," he said.

'No Room for Complacency'

There is no room for complacency or mediocrity in any phase of the film business, Gerard told the Schine delegates. "This is a healthy development, for it means for those who want to succeed, for those who want to strive and work at something they believe in, for those with imagination and a sense of showmanship — the rewards are greater than ever."

Gerard then attacked the industry's "gloomy prophets" who "distort and destroy." Those who believe in the film business, he pointed out, "don't downbeat, don't spread rumors and don't gossip. They are busy working at their jobs; they are determined to meet their problems; and they will succeed and are succeeding because they believe in their business."

Commenting on changes in the methods of selling product today, Gerard said "we cannot wait for word-of-mouth to build our results. We must pre-sell and then hard sell for unless you open with success, your chances for solid box office results are slim."

In a reference to the "bad period" Universal went through over the past fall-winter months, Gerard said the company was realigning some of its operations "in the light of a changing market here and abroad."

'Things Are Looking Up'

"Along with the rest of the industry we at U-I have gone through some tough days," he said. "But we are meeting and dealing with these challenges. Things are looking up at U-I just as it is for our industry which has gone through some rough times."

The Schine meeting will convene tomorrow at 10 A.M. when there will be a round-table discussion on new selling approaches. Speakers tomorrow will include Max Youngstein, vice-president of United Artists, and Max Stein, creative advertising manager of 20th Century-Fox.

Final Plans Set for Fox 'Fly' Premieres

Final plans have been set by 20th Century-Fox for multiple openings on the West Coast of "The Fly." Details of the booking program were disclosed yesterday by the film company's national exploitation director Rodney Bush, following his return from the coast.

Beginning July 16, 124 theatres in the Los Angeles, San Francisco, Seattle, Portland, Salt Lake City and Denver areas will play the film. The normal advertising and exploitation campaigns will be augmented by a special concentration on radio in these areas, featuring specially designed spot announcements of the "horror" and "shock" type. In many situations, "The Fly" will be launched with midnight horror shows.

Lippert Finds

(*Continued from page* 1)

the industry ever made and they should wake up to it."

Lippert, who is doing the tour on his own initiative and at his own expense, is executive head of Fox's Regal Films, Inc., and also owns 61 theatres on the West Coast.

N.E. Exhibitors

(*Continued from page* 1)

mount Pictures in releasing "The Ten Commandments" to drive-in theatres. In a bulletin to its membership the organization is urging them to "give thorough consideration as to the advisability of playing the picture under Paramount's present terms."

Follows Baltimore Move

The New England group's action follows that taken in a resolution by the national Allied board in Baltimore last month. At that time the board said Paramount was "forcing drive-ins to charge admission for children contrary to custom in many areas."

So far as could be learned here today, no drive-in in the New England territory has booked the DeMille film as yet.

Columbia Duo Big

BOSTON, June 18.—Columbia's combination of "The Camp on Blood Island" and "The Snorkel" opened here yesterday as the forerunner of a 150-date New England saturation and played to the biggest business at the Pilgrim Theatre in over 18 months. The Hammer Films' twin-bill rolled up a gross of $2,621 at the house.

Scores High Bids for European Product Here

High and competitive bids for European product are diluting the quality of foreign pictures as far as thei value to the strictly art house audience in this country, according to Joseph Green, head of President Films.

Just returned from Europe and th Cannes and Brussels festivals, Gree enlarged on his theme yesterday afternoon at Sardi's. Prices for foreign pictures are being inflated by high and "unreasonable bids by a privileged few" U.S. distributors, Green declared. "The result has been," he continued, "that European producers instead of considering the long term vitality of their pictures and thei artistic integrity, are looking to th short term profit."

Sees Art Houses Hard Hit

One result, the distributor and former art house owner said, has bee a change in the operation of ar houses here because their owners ca no longer get product suited to thei specialized audiences. "In the ol days," he said, "we didn't look fo drive-in theatre dates."

Green while in Europe purchase the U.S. rights to "Jonas," a Germa production which won seven majo awards in West Germany last yea and which features a musical scor by Duke Ellington; "Rose Bernd," another German picture starring Mari Schell; "His Last Sentence," an Italian film; and "Call Girls," produce in French in Copenhagen.

Special Dubbing Planned

The American version of "Jonas will be with a specially dubbed dialogue treatment by James Benjami and Duke Ellington recordings o "The Jonas Theme" will be part of th exploitation.

'Vikings' Gets $83,000 In First Week Here

Kirk Douglas' production of "Th Vikings" has grossed $83,000 in th first record-setting week of its dua world premiere engagement at the Astor and Victoria Theatres on Broadway, it was announced yesterday b United Artists. The seven-day tota includes $46,000 for the Astor an $37,000 turned in at the adjoinin Victoria.

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Wisc. Allied

(Continued from page 1)

being catered to by the theatres.

¶ Find out what type of theatre produces the greatest amount of revenue.

¶ Decide whether and why the small subsequent type of theatres are essential.

¶ Institute research to determine why the orderly and speedy release of quality pictures to subsequent and small theatres will result in greater revenue to the producer, and convince the producer of the advantages of such a policy to him.

¶ Learn what methods can best benefit both producer and distributor.

Sees Two Main Problems

Marcus said the two prime problems to the exhibitors today are: terms imposed by distributors and held to be unfair, and the withholding of the bigger pictures from television.

Jack Kirsch, head of Illinois Allied, lamented the closing of old theatres which have served communities for years and the releasing from employment of conscientious distributor salesmen. "This is the only business that I know of," he said, "where two factions need each other so much and yet are at one another's throat.

Jack Kirsch Heard

Kirsch paid tribute to the independent producer, citing particularly the campaign of Allied Artists' "Macabre."

"Take more of this type of program," he said, "and you will have a successful show."

Burt Gordon, a producer and director for American International Pictures, a native of Wisconsin who earlier in the day had been highly praised by Marcus, told the delegates that his company, through its appeal to the younger element as well as to the oldsters, is following a policy that will assure the success of the industry.

Goldberg Give National View

S. J. Goldberg, national Allied diector for Wisconsin, in a talk to the lelegates declared:

"With our national organization we an get things done which we can't ccomplish locally. I am on the naional scene to let them see things as ve do."

Pitt Warner Reopens

PITTSBURGH, June 18. – The Varner Theatre in downtown Pittsurgh will re-open on June 25 with IGM's "Gigi," which was originally ooked into the Penn.

Eby Asks

(Continued from page 1)

ade, radio-television and advertising ress representatives were George oover, Variety's new International ress guy, and Harold Lund, chief arker of the Pittsburgh Tent, who is ice-president of Westinghouse Broadsting Co.

Also discussed were improved press rvice and representation for Vaety activities on the local as well as international levels, and placement of the stories of the Variety clubs' humanitarian activities in the lay and trade press outside the motion picture industry where it is so well known.

Suggestions for accomplishing these aims were solicited by Hoover from the press representatives present.

Eby and Lund pointed out that under Variety Clubs' regulations anyone deriving half or more of his income from the entertainment world is eligible for membership, yet theatre and film men comprise by far the bulk of members. In some instances, due to changing conditions in the film industry, individual tents have lost membership and there has been no compensating replacement of members from other areas of the entertainment industry.

To accomplish some of the objectives, Eby said, it will be necessary to see that press guys who know their business are appointed by local tents. Heretofore, he said, some have been appointed merely because they were friends of the chief barkers.

Eby and Hoover are on a tour of tents and will make suggestions for the improved press service and expanded membership efforts as they go.

REVIEW:

Naked Earth

Four Square Prod.—20th-Fox—CinemaScope

Whenever film makers have gone on location to Africa in the past, it has usually been to produce an action-filled melodrama, most recent ones having dealt with the bloody Mau-Mau uprisings. But "Naked Earth," which was filmed in its entirety in Uganda, turns the calendar back to the late 19th century to tell the story of the struggles of a couple of incongruous pioneers to that land—an impoverished young Irishman and a French adventuress. Violence figures in the picture here and there, but it is essentially a love story—and a rather unusual one, at that.

What makes it unique is not so much the conflicting nationalities of the couple (which is logically explained) nor even the situations in which they find themselves in the African wilderness. The Irishman has come to the Dark Continent in search of a friend who had preceded him there in search of wealth in the company of the French girl, who was presumably his wife. Upon arriving at the isolated meeting place the newcomer learns his partner is dead and that the girl was not his wife although she is pregnant by him. (The baby dies in childbirth.) In time the hero becomes romantically involved with the lady himself in a stormy courtship and marriage which does not follow a beaten story path in its development.

For the two of them decide to get married simply as a matter of convenience in running a tobacco farm from which they hope to get rich. Love is not even mentioned, though passion rears its head in a couple of scenes. (There is also the insistence of the parish priest that they marry before living together in order to set a proper example for the natives working for them.)

And here's a real switch. At the end of the picture the couple have not fallen madly in love. They reach a decision to stay on in Africa and run the farm together on the basis of their practical need for each other. In time, they agree, love "may come." But they have no illusions that it is going to happen overnight.

This unorthodox and arresting "romance," in which two fascinating characters are engaged, is excellently played by Juliette Greco and Richard Todd, under the direction of Vincent Sherman. Miss Greco is the new French actress who made a stunning impression on audiences in a brief role as a prostitute in "The Sun Also Rises" last year. "Naked Earth" is her first starring part, a juicy one, and Miss Greco uses her electric personality to bring the fiery and strong-willed woman completely alive.

As her sometimes compliant and sometimes rebellious spouse, Todd is also first-rate, if occasionally overshadowed by his co-star. Finlay Currie plays the missionary priest with spirit and humor, and John Kitzmiller is good as a loyal native overseer.

Most of the action scenes are suspenseful and well-integrated into the main narrative—particularly those in which Todd and Kitzmiller use primitive methods to capture crocodiles for their skins. On the other hand a concluding episode—in which the natives kill two hunters who have tried to steal these valuable skins—is out of routine African melodrama.

But that is a minor flaw in the engrossing script that Milton Holmes has written and Adrian Worker produced. Photography in black-and-white CinemaScope includes some vivid shots of the rivers and flora and fauna of the Uganda District.

Running time, 96 minutes. Adult classification. Release, in June.

Richard Gertner

Senate Backing

(Continued from page 1)

by Sen. Douglas (D., Ill.) to cut individual income and excise taxes by $6,000,000,000 a year, including complete repeal of the admissions tax.

The Senate hopes to wind up the bill today, with the closest vote expected on a move to repeal the transportation taxes. Only if this succeeds, would there be any chance for some separate admissions tax amendment, and backers of the transportation tax bill conceded their chances were darker by the moment.

Both Senate majority leader Johnson of Texas and Senate minority leader Knowland of California were supporting Finance Committee chairman Byrd (D., Va.) in opposing all tax cut amendments.

An admission tax relief proposal could be added to some later bill, including one pending in the Senate Finance Committee to make technical changes in excise tax laws. But the voting on the bill up in the Senate now is widely conceded to be likely to govern all major tax changes this year, with only small business relief and technical changes likely to pass later.

Amendments Favored

Sentiment in the Senate has been mounting steadily in favor or some amendments to the revenue bill. Whether this would include an admissions tax repeal remains to be seen. Observers estimate there is about a 40-60 chance of action favorable to the industry occurring on the Senate floor. Should it not materialize this time there are three other measures coming up for action later to which admissions tax repeal amendments also could be offered. They include a financing and revenue measure and one providing tax relief for small business. The latter is regarded as one of the most importance to the industry in the event nothing happens on the Senate floor tomorrow or Friday.

Robert W. Coyne, Compo special counsel, who is here to observe the Senate action, said he regards the situation with respect to action favorable to the industry as "unchanged in any significant degree, but certainly well worth continuing to work for."

Reduce Para. Stock

ALBANY, N. Y., June 18.—Paramount Pictures Corp. has reduced its capital stock from $2,766,912 to $2,640,512, according to a certificate filed here by attorney Louis Phillips of New York City.

DCA Acquires 'Rice'

"Rice," the Japanese film that received top honorable mention at the Cannes Film Festival, has been acquired for American distribution by DCA.

'Light' to Normandie

Walt Disney's "The Light in the Forest" will be the next attraction at the Normandie Theatre here.

Showmanship Still Thrives, Judges Find

Quigley-Award Board Praises Industry Effort

(*Continued from page 1*)

effort submitted by Niccoli on "The Court Jester" from Rome.

Australian managers submitted so many excellent campaigns that the judges gave three honorable mentions as follows:

Christopher Anastas, manager of His Majesty's theatre, Hobart, Tasmania, for "Rock Pretty Baby"; Robert M. Richards, manager of the Majestic, Melbourne, "The Black Tent," and Cyril H. Scott, manager of the State, Sydney, for "The Eddie Duchin Story."

Fuller has been promoted to manager of Loew's State theatre, Broadway, flagship of the circuit, since he submitted his winning campaign late last year. His "Khayyam" campaign was so outstanding that he received a letter on it from Adolph Zukor, chairman of the Paramount Pictures board. Since *khayyam* means tentmaker, Mr. Fuller erected a tent in the theatre lobby and had slave girls around the "harem."

'Round Table' Member

Flowers has been a member of the Managers Round Table Club and an active competitor for honors for the past six years. His civic activities cover a wide area. He has been chairman and member of the board of directors of the Santa Monica Chamber of Commerce.

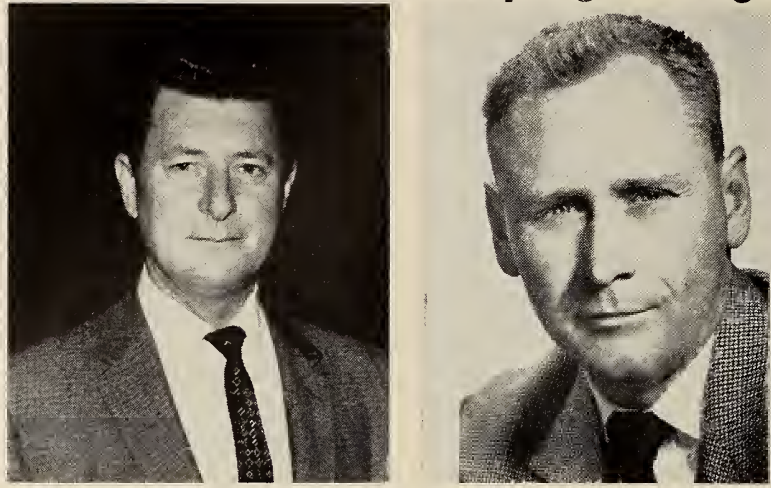
In the Fox West Coast organization last year he won a showmanship drive. His work with the service organizations is so varied it would take several inches of type to record it. Last year he cooperated with the Mar Vista Optimist Club on an Easter Party benefit show; with Job's Daughters, Bethel 87, on another benefit; with the Lions Club on a Pancake Festival held in the morning; with the City of Hope on a campaign for contributions, and with the Bay Cities Jewish Community Center, to mention only a few.

Honored on the Coast

He calls these "community activities" and gives full credit to the enthusiastic cooperation of his staff. One of his prized possessions is a decorative plaque from the Los Angeles, West Area, Civic Council "for outstanding youth work in the community."

Early last year he staged an indoor-outdoor "spectacular," with a circus on the theatre parking lot that drew over 9,000 children. At the end of the second quarter this year the gross at his theatre was several thousand dollars ahead of the same period the previous year.

The Winners and Campaign Judges



The winners of the Quigley Grand Awards, above, are J. Clyde Fuller, left, manager of Loew's Kings, Brooklyn at the time he submitted his campaign, but since promoted to the managership of Loew's State; and Paul D. Flowers, right, manager of the Fox Venice, Venice, Cal.

Some of the panel of judges, relaxing after examining the campaigns, are, around the table, Ned E. Depinet, Russell V. Downing, Sol A. Schwartz, Charles M. Reagan, and, back to camera, Leo Brecher.

Some managers divided their campaign books into material on individual pictures and on their community activities. The latter impressed the judges greatly.

Some Drives Confidential

The financial statements included in a number of campaigns are confidential, of course, but they received careful study from some of the circuit heads who have been hearing so much about the decline in business. Where sizable increases were found the judges studied the campaign details with obvious interest.

At the 1956 awards ceremonies Silas F. Seadler, advertising manager for Loew's, Inc., and Sol Schwartz, president of RKO Theatres, Inc., both among the judges, called for a "new approach" to theatre advertising and to make a reappraisal of methods and thinking in the advertising and promotion fields.

Fewer Personality Credits

The suggestions brought results. There was a noticeable dropping of personality credits from the advertising and a new emphasis upon creating friends for the industry. Practically all the campaigns submitted detailed efforts to promote children's shows—mostly on Saturday mornings with free tickets supplied to patrons. The sh were subsidized by merchants.

One of the judges, when ask about this, pointed out that the n mal rate for children's matinees now 35 cents, rather than the c time 10 cents, and due to the sistence of distributors on week playing time for their big attracti it has been difficult in many pla to shift the programs to fit the ju nile tastes.

It was noticeable that some of judges studied the details of amusement-page advertising. This t the form of teasers or insertions the classified advertising columns newspapers.

This year, for the first time, judging was confined entirely t panel of theatre men. Their inter embraced practically every type theatre operation.

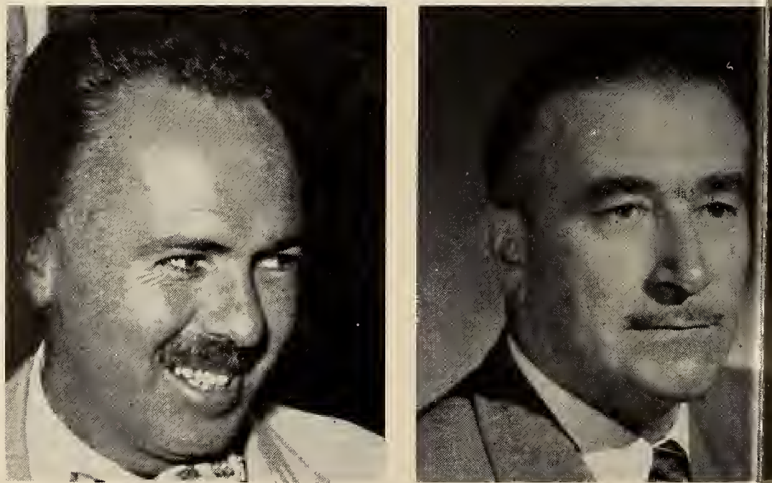
Two Citation Are Listed i Foreign Grou

U-I, Vintage to Make 'This Earth Is Mine'

Universal-International and Vint Productions will join forces to p duce "This Earth Is Mine," based Alice Tisdale Hobart's novel, " Cup and the Sword," it was nounced yesterday by Edward M U-I vice-president in charge of duction. Rock Hudson will star in picture, which U-I will also distrib

Production is set to start on Aug This is the second major film scheduled to go before the cam at U-I, which will inaugurate its s mer shooting schedule with "In tion of Life" next month.

The Overseas Award Winners



Although only one Overseas Award is usually given the judges concede a tic in the case of Vieri Niccoli, left, publicity and advertising director or Paramount in Rome, and Rod Gurr, right, publicity and advertising manager for MGM in Australia and New Zealand.

Busman' Set

(*Continued from page 1*)

ie morning of March 28, 1947, in- ead of to the right.

It was an impulse. Bill didn't know here he was going. He had $60. The us was a bright red $16,500 vehicle the latest design. An hour later an nazed employe of the Surface Trans- ortation Co. telephoned to the office iat he had seen No. 1310 near Hack- isack, N.J.

President Victor McQuiston of the is company telephoned to the Bu- au of Missing Busses.

Sees Southern Sights

Sixteen hours later Cimillo had issed so many would-be passengers street corners that there was no nger any fun in it and he began to y "step lively, please" to himself, he stopped at a motel. Another two iys passed and he had seen moss on eorgia trees and scrub palms in north lorida. He took in the Miami and iami Beach scenery and began to orry because he was now out of oney and was running out of diesel l. Outside of Hollywood, Fla., the nk went dry and he sent a telegram President McQuiston asking him to nd $50, so he could return the bus.

The police arrived. Then a detec- e, a spare driver and an officer for e company to escort Cimillo back. Wilmington, Del., it was almost a vic celebration with the bus crowded th photographers and reporters.

Bill Doll Is Host

Yesterday at the Mike Todd New rk offices there were amplifiers on e floor, a four-dial gadget on the ndow sill, photographers, reporters d Bill Doll, for 20 years minister of opaganda in the cabinet of Michael odd's theatrical empire, to supervise telephone connection that took in ichael, Jr., and newspaper men in iicago, Elizabeth Taylor and an- ier group at Los Angeles and still other at San Francisco.

It was so early in Los Angeles that ll Doll told them not to rattle the eakfast dishes. Elizabeth Taylor me on the wire. Cimillo answered estions. Somebody in Chicago said ke Todd's uncle was present.

A New Company Is Born

Out of it all came the announce- nt that a new company headed by chael Todd, Jr., and Elizabeth ylor Todd will start production of usman's Holiday" in New York gust 1. The bus will follow the ite followed by Cimillo, except for letour to Atlantic City and a town West Virginia. It will have exciting nes like "80 Days." No leading in has been chosen as yet. Cimillo ll have a role. Doll will release the ient facts to the press as the film ogresses. William Roos has written story. It will be shot on 65mm l released on 70mm film in the ocess used by the late Mike Todd, lowing his withdrawal from Todd-). The film will be released next irch.

REVIEW:

The Last of The Fast Guns

U-I—CinemaScope

Here is the kind of neat, fast-paced Western of standard design and top-notch physical production values for which Universal is noted. "The Last of the Fast Guns," photographed in CinemaScope and Eastman Color largely on extremely scenic Mexican locations, is slick and unpretentious film fare that will satisfy the action fans.

Newcomer Jock Mahoney and veteran Gilbert Roland star in the tale of a deadly manhunt in Mexico. Mahoney, in the title role, is seen as a lean and lonely gunfighter who, for $25,000, undertakes to find the long-lost brother of a wealthy eastern businessman. The two previous men who made the search both ended up mysteriously dead.

Mahoney's search takes him far off the beaten track into the Mexican hill country. He is befriended—and warned—by an American rancher who lives in the region (with his lovely daughter) in almost feudal splendor. He also is befriended by Roland, foreman on the ranch, and by the local padre who is revered as a near saint by the neighborhood peons. After several attempts have been made on Mahoney's life, the latter finds out the padre is the man for whom he has been searching and that Roland also has been searching for him to murder him.

The motives behind all the mayhem have to do with a coal mine, back in the States, in which the padre as a young man was a partner and in which he now stands to gain along with his brother and a more unscrupulous third partner. Action, however, is the main point of the story and it is plentiful. The climax finds Mahoney giving up his gun and settling down in a Mexican Eden with Linda Cristal, the rancher's daughter.

Howard Christie produced and George Sherman directed from a screenplay by David P. Harmon. Eduard Franz is seen as the padre and Lorne Greene as the rancher. Running time, 82 minutes. General classification. Release, in July.

VINCENT CANBY

'King' Opens on 4th

Paramount has set saturation bookings for Hal Wallis' "King Creole" for the Fourth of July holiday weekend. About 200 dates have been scheduled in key spots around the country. The picture was made by Elvis Presley just before his induction into the Army.

Seven Arts Signs Frings

The motion picture version of James Gould Cozzen's best-seller, "By Love Possessed," will be brought to the screen as a United Artists release under the banner of Seven Arts Productions, which at the weekend signed 1958 Pulitzer Prize dramatist Ketti Frings to write the screenplay.

Television Today

Court Affirms NTA Injunction vs. UA

The Appellate Division, in a unanimous decision, has affirmed a Supreme Court order granting National Telefilm Associates, Inc., a temporary injunction pending trial of its suit against United Artists Corp. and others.

Last month, Supreme Court Justice Aron Steuer granted a motion temporarily enjoining UA from going forward with its plans with respect to taking over the assets of Associated Artists Productions until a suit brought by NTA can be tried. The defendants appealed Justice Steuer's decision. The Appellate Division decision has reaffirmed the original order.

At stake in the action brought by NTA against United Artists, Associated Artists Corp. and other interested parties is the huge Warner Brothers film library for television release and the Popeye cartoon series. NTA contends that it signed a contract for the purchase of the majority of stock in AAP and seeks to enforce that contract or in the alternative asks for $18 million in damages.

Hackett As Regular on 'Jackie Gleason Show'

Buddy Hackett, popular comic, has been signed as a regular on the new "Jackie Gleason Show," which starts on the CBS Television Network, Friday, Oct. 3. At the same time it was announced that Stanley Poss has been named producer, and Frank Satenstein director, of the new "live" comedy-variety series which will be presented Fridays at 8:30-9:00 P.M., E.D.T.

Art Carney, regular member of the Gleason company for many years, will not be a regular on the new Gleason program due to the pressure of other commitments. However, he is expected to make several guest appearances.

Pontiac to Sponsor 4 Special Hour Programs

CBS-TV announced here yesterday that the Pontiac Division of General Motors has signed to sponsor four special hour programs next season. These will include a musical spectacular to star Mary Martin and be produced by Leland Hayward, a Victor Borge show, a revue starring Phil Silvers, and another musical show to be produced by Bob Banner.

The first of the four specials to be seen will be the Banner production, scheduled for Wednesday, Oct. 15.

Stars on Steel Hour

Erin O'Brien Moore will co-star with Farley Granger and Richard Kiley in "The Hidden River" on the U.S. Steel Hour July 2.

NAB Hits 'Doctors' In TV Commercials

From THE DAILY Bureau

WASHINGTON, June 18. — The television board of the National Association of Broadcasters today recommended that broadcasters ban television commercials in which actors portray doctors, dentists or nurses.

The board approved this policy as an amendment to the Television Code.

NAB Sets Ban On 'Subliminal'

From THE DAILY Bureau

WASHINGTON, June 18.—The National Association of Broadcasters today approved an amendment to the Television Code which prohibits member stations from using subliminal perception or any similar technique. The amendment was approved at a meeting of the NAB Television Board, after it was recommended by the Television Code Board.

In another action the board authorized the NAB staff to file comments with the Federal Communications Commission urging the commission not to grant microwave authorization for community and antennae installations without proof that the community antenna system has the consent of the station whose signal is being broadcast.

Dubin Pleads Fifth At U.S. Hearings Here

Charles S. Dubin, former director of NBC's "Twenty Questions," pleaded the Fifth Amendment to questions concerning his past association with the Communist Party at hearings before a sub-committee of the House Un-American Activities committee here yesterday.

Rep. Morgan Moulder (D., Mo.), chairman of the committee and Representatives Gordon Shearer (R., Ohio) and William Tuck (D., Va.) questioned nine stage actors and television people at sessions in the U.S. courthouse. Dubin swore that he was not now a member of the Communist Party but refused to answer questions concerning his past associations. Others questioned also took repeated refuge in the Fifth Amendment.

New CBS Appointments

Richard Lewine has been made director of special programs for CBS TV, and John Fleming Ball coordinator of special programs under Lewine. Announcement of the newly created posts was made by Hubbell Robinson, Jr., executive vice-president in charge of network programs.

Now—
a 16mm
EASTMAN
color film that's
2 to 2½ times
FASTER!

GREATER FILM SPEED with all speed's advantages in new, 16mm EKTACHROME Commercial Film: sharper, clearer, pictures; results you couldn't get before; cooler, more comfortable shooting. Plus local processing.

Here is another example of Kodak's policy of providing a motion picture film for every purpose!

For technical details, inquire . . .

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East Coast Division
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New York 17, N. Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. German, Inc., Agents for the sale and distribution of Eastman Professional Motion Picture Film, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 120 NEW YORK, U.S.A., FRIDAY, JUNE 20, 1958 TEN CENTS

Youngstein Says:

Changes Will Bring Sounder Film Industry

Max Stein Also Speaker At Schine Circuit Meet

Special to THE DAILY

GLENS FALLS, N. Y., June 19.—he motion picture industry is going o have fewer producer-distributor organizations and fewer theatres in the future, but those remaining will operate on a sounder basis than in the past, Max E. Youngstein, vice-president of United Artists, said today at the afternoon session of the two-day convention of Schine Theatres here. The meetings at the Queensbury Hotel, which ended onight, were attended by Schine

Max Youngstein

(*Continued on page* 3)

Agree on Extra Funds For Information Media

From THE DAILY Bureau

WASHINGTON, June 19. — Senate-House foreign aid conferees agreed o grant extra money for the Information Media Guaranty Program.

This program guarantees film companies, book publishers and others hat they'll be able to convert into dollars at least part of their earnings n certain foreign countries where otherwise they might not operate. Of-

(*Continued on page* 6)

TRADEWISE

on page 2

Television Today

on page 5

TOA Campaign for Drive-In Loans Taken to Treasury, Commerce Depts.

Efforts of Theatre Owners of America to have drive-in theatres included in the loan provisions of the Small Business Administration have been carried directly to the Treasury and Commerce Departments in Washington, D.C., by Philip F. Harling, chairman of the Small Business Administration Committee of the Theatre Owners of America. Harling reported yesterday he met with Frederick H. Mueller, Assistant Secretary of Commerce, and with Laurence B. Robbins, Assistant Secretary of the Treasury, in Washington on Wednesday. With Wendell

(*Continued on page* 5)

M-G-M 'Modifies' Office In Portland, Oregon

The M-G-M exchange in Portland, Ore., will go on a "modified basis in keeping with exchange operations of other companies in the area, Jack P. Byrne, general sales manager, announced here yesterday.

The sales department headed by Louis Amacher, branch manager, will continue along with a booker and secretarial assistance. All other functions will be transferred to the office in Seattle.

Sen. Unit Votes 'Break' For Trust-Suit Victors

From THE DAILY Bureau

WASHINGTON, June 19. — The Senate Finance Committee has voted to give a tax break to persons winning anti-trust treble-damage suits.

It said the money received could be spread out for tax purposes over the time the injury was sustained. At present, it must be counted as income in the year the award is received, re-

(*Continued on page* 6)

Edward Johnson Is New Wisconsin Allied Head

Special to THE DAILY

PEWAUKEE LAKE, Wisc., June 19.—Edward Johnson, of the Roosevelt Theatre, Milwaukee, was elected the new president of Allied Independent Theatre Owners of Wisconsin at closing sessions of the organization's convention here yesterday. Johnson

(*Continued on page* 5)

Tomlinson Still Selling His Loew's Holdings

Joseph Tomlinson, a director of Loew's, Inc., and leader of an insurgent faction that unsuccessfully tried to unseat Joseph R. Vogel as president of Loew's, has continued to

(*Continued on page* 5)

FCC Reprimands Second Station For 'One-Sided' Toll TV Broadcasts

From THE DAILY Bureau

WASHINGTON, June 19.—A second southern television broadcasting company was reprimanded by the Federal Communications Commission today for its one-sided treatment of anti-subscription television broadcasts.

In a letter to the Jefferson Standard Broadcasting Co., which operates WBV in Charlotte, N.C. and WBTW-TV in Florence, S.C., the Commission said the stations had not given "fair treatment" to a "controversial issue" and had omitted presenting the positive side of the toll-TV story. The letter was sent to renew the stations' licenses, and in reviewing their records for purposes of renewal, the Commission considered complaints it had received about the broadcasts. Although the anti-pay TV broadcasts had "deviated" from the commission's editorial standards, the FCC said, it would renew the licenses because the stations had not been "otherwise remiss."

The Commission sent a similar letter several weeks ago to the Alabama Broadcasting Co., licensee of WABT-TV in Birmingham. A Commission spokesman said that as it sent out license renewal letters, the Commission would continue to reprimand any station which had given the same kind of broadcast and about which there were complaints.

Resume Voting Today

Still See Hope For Tax Relief In the Senate

Repeal of Transportation Levy Heartens Industry

By J. A. OTTEN

WASHINGTON, June 19. — The Senate voted today to repeal Federal excise taxes on transportation, but Senate leaders said they were confident that any other tax cut proposals would be rejected when tax bill voting is resumed tomorrow.

It could not immediately be learned whether any attempt would be made to reduce or repeal the admissions tax. Such a move would have been out of the question if the transportation tax repeal had been rejected, but the success of that move at least opened the way for a possible admissions tax move.

The Senate has under consideration a House-passed bill to continue the

(*Continued on page* 6)

Warners Reports Loss For Six-Month Period

Warner Bros. Pictures, Inc. and subsidiary companies, for the six months ending March 1, had a net loss of $2,894,000 representing a loss of $394,000 after an estimated carry-back credit of $800,000 for Federal income taxes and a special provision of $2,500,000 for estimated loss on advances to independent producers.

For the six months ending March

(*Continued on page* 6)

Ask Goetz to Represent U.S. at Berlin Festival

From THE DAILY Bureau

WASHINGTON, June 19. — William Goetz has been invited by the government to serve as U.S. delegate to the 1958 Berlin International Film Festival to be held from June 27 to July 8. A United States Information Agency film, "Berlin—a Unique City," has been entered in the festival as representative of U.S. Government film production.

PERSONAL MENTION

GEORGE SEATON will return to Hollywood at the weekend from New York.

•

JOSEPH WOHL, president of International Film Distributors, Inc., will leave New York on Sunday for Havana.

•

STANLEY KRAMER, producer-director, will leave New York at the weekend for Berlin.

•

JACK BLOOM, of the 20th Century-Fox sales department, has returned to his duties at the company following a long illness.

•

SAM SPIEGEL is scheduled to return to New York from London today via B.O.A.C.

•

CHRISTINE CARERE, French actress, returned to Paris yesterday from New York.

•

HOWARD MINSKY, Eastern sales manager of International Telemeter Corp., will leave New York today for the Coast.

Mrs. Guilfoyle, 78

Funeral services will be held this morning at Mt. Carmel Roman Catholic Church, Astoria, Long Island, for Mrs. Margaret Guilfoyle, 78, mother of John Guilfoyle, production manager of Paramount Pictures' home advertising department, and Robert Guilfoyle, assistant to the Paramount traffic manager. Mrs. Guilfoyle died Tuesday night at Donnelly Nursing Home, Flushing, L. I., after a long illness. Interment will be at Mt. Mary's Cemetery, Flushing.

Platters for 'Vikings'

United Artists Records has set a three-platter campaign for "The Vikings." The program, which is being promoted in conjunction with all dates of the film, leads off with the sound track album and includes two single records, the "March of the Vikings" and the "Love Theme from the Vikings."

WB Dividend 30c

The board of directors of Warner Bros. yesterday declared a dividend of 30 cents per share on outstanding common stock payable Aug. 5 to stockholders of record July 18.

TRADEWISE

By ONLOOKER

THE all-industry business-building campaign can go on, even if not on schedule. Exhibitor contributions are continuing, the total now being about $65,000 which, of course, is to be matched dollar-for-dollar by distribution. Pledges from exhibition are considerably more, but pledges do not buy radio time or newspaper space. . . . The fact is, both the steady flow of cash contributions and the substantial amount of exhibitor pledges are evidence that a large number of theatre owners want the business-building campaign and are willing to pay for it. It is apparent that what exhibition fears is that full and instantaneous payment of the one-half of one per cent of each theatre's 1957 film rentals might put the payee in the position of contributing proportionately more than a competitor who stands to get as much out of the campaign for a lesser contribution. . . . *This has the effect of slowing up all cash contributions and in so doing endangering the entire campaign.* Certainly, no start can be made now on a radio campaign as originally scheduled. Whether an abbreviated or delayed radio campaign, preceding the scheduled newspaper campaign next fall, is worthwhile or acceptable is a question the answer to which depends to a large degree on when it could be started. That in turn depends on the cash contributions, not the pledges. . . . Paul Lazarus, Jr., chairman of the campaign operating committee, was to have conferred yesterday with Ernest Stellings, co-chairman of the executive committee, on designation of a date for the key city Business-Building Day, which was the project decided upon by the executive committee at its emergency meeting two weeks ago to help get the campaign off dead-center. An announcement on that should be forthcoming very soon. . . . If the local meetings succeed in transforming pledges into cash and speeding the cash to campaign headquarters there is every reason to believe the business-building efforts will be under way in all parts of the country by Aug. 1 or thereabouts.

THERE IS increasing sentiment in many industry quarters in favor of eliminating as many Hollywood operations as possible and transferring production to the East where budgets, operating costs and other factors ranking as the primary worries of most companies today can be put under strict control. . . . *Advocates of the plan point out that United Artists manages to do very well with a mere handful or representatives in Hollywood*, and that the supply of talent, books, plays, etc., is centered in the East, and an increasing number of productions are being shot away from Hollywood. . . . Wall Street reports say Universal will pass its preferred dividend, action on which is due soon, but that the company's cash position looks to improve as liquidation of its product backlog, now under way, progresses. . . . Looks like everybody can forget about a U.S.-Russian film deal. The strained relations between Moscow and the West following the execution of former Hungarian premier Imre Nagy puts a "Cultural exchange" pact in deep freeze with a lot of other things.

COLLABORATIVE projects by exhibition and distribution to improve the promotion and advertising of the better product being made available nowadays, and thereby to increase the returns on it to both, are becoming the accepted thing. AB-PT began with special field exploitation campaigns in the South on two selected pictures. Results, now being appraised, will determine whether it will be continued and expanded. This week we had the Schine Circuit meeting with distribution and promotion executives. Next week, the Warner sales and advertising meeting with representative area exhibitors on selling plans for "Home Before Dark." Joint efforts of the kind get more people talking about films, increase attendance, get the most money from each picture. It's worth developing.

New Mexican Union For Royalties Set

Special to THE DAILY

MEXICO CITY, Mex., June 19.— Victor Junco, president of the Asocia cion Nacional de Actores, has an nounced the creation of a new organi zation, which already has more tha 2,600 members, formed with the pur pose of demanding the payment o royalties for every player working i moving pictures, radio, television, o records.

For Each Appearance

This union has established its of fices in the same building wher ANDA is. They will seek to get royal ties for motion picture players, when ever they appear on screens, apar from the salaries they get when film ing the picture. This demand, un precedented in Mexico, includes radi singers, musicians, etc., who, accord ing to the purposes of the new union must get a payment every time they play in radio or TV, corresponding t the profits obtained by the program in which they act.

Film Co. Dividends at $1,701,000 in May

From THE DAILY Bureau

WASHINGTON, June 19.—Publicly reported cash dividends of film companies totaled $1,701,000 in May only slightly below the $1,724,00 reported in May last year, the Commerce Department said.

However, for the first five months of the year, dividends were badly behind the 1957 level—only $8,459,000 this year, compared to $10,336,000 last year.

Col. Dividend Set

The board of directors of Columbia Pictures Co. yesterday declared a stock dividend of 2½ per cent on its outstanding common stock and voting trust certificates for common stock payable on July 31, to stockholders of record as of July 1. The board also declared the regular quarterly dividend of $1.06¼ on the $4.25 cumulative preferred stock payable Aug. 15, to stockholders of record as of Aug. 1.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"NO TIME FOR SERGEANTS"
Starring
ANDY GRIFFITH
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Judy Spiegel, Adelphi College, '58, daughter of **Henry Spiegel**, Paramount Theatres publicity director, will be married at the Croydon here on Sunday to **David Mellen** of Detroit.

□

Harry Aranove, who recently rejoined Warner Brothers in Albany, N. Y., as booker in the reopened exchange, has resigned to become supervisor of the film library of the New York State Department of Commerce.

□

Frances Hopkins, formerly secretary with Republic Pictures in Atlanta, has joined Bailey Theatres there in the same capacity, succeeding **Mrs. Sara Sutton**, who has resigned.

□

Tommy Sands, singer, has been elected to membership in the American Society of Composers, Authors and Publishers.

□

Morris Jacobson, for many years general manager of the Strand Amusement Co., Bridgeport, Conn., has assumed personal control of the Strand and Rialto theatres there.

□

Carl H. Winston has resigned as assistant publicity manager of Columbia Pictures to return to full-time free-lance writing for magazines.

□

Ronald Sparks, formerly Universal booker in Cleveland, has joined the booking organization of Cooperative Theatres of Ohio.

□

Charles D. Engle, formerly manager of ASCAP's New Orleans office, has been named district manager of the Society's Detroit office, succeeding **Ray Carpenter**, who has been appointed manager of the Miami Beach branch office.

□

Jules Perlmutter, of Albany, N. Y., is assuming operation of the General Stark Theatre in Bennington, Vt., on lease from the Hart family. **Perlmutter** currently operates eight indoor and outdoor theatres in the Albany area.

□

Clyde Sampler, of Capital City Supply Co., Atlanta, has joined Buena Vista in that city as office manager, succeeding **Leo Wann**, who has resigned to accept a position outside the industry.

Ravena Drive-In Taken Over by Albany, Inc.

Special to THE DAILY

ALBANY, N. Y., June 19. – The management of the Albano Drive-in, Ravena, has been taken over by Albany Theatres, Inc., whose president, Alan V. Iselin, is authorized to handle the buying and booking. Local exchanges were advised, in a letter signed by Sylvester Albano, that the new arrangement became effective last week.

Communications, it continued, on confirmations, availabilites and clearanee should be addressed to Tri-City Drive-ins. This is the name under which Iselin operates the Auto-Vision in East Greenbush and the Turnpike in Westmere.

Ravena is 10 miles from Albany. The Albano drive-in is three years old.

See Sounder Film Industry

(*Continued from page 1*)

home office personnel, zone, group, and city managers.

Another major speaker today was Max Stein, creative advertising manager of 20th Century-Fox.

In making some personal observations on the changing business patterns in the industry, Youngstein said he had faith in their solution through "guts, courage and imaginative drive" by every member of the industry. He called on the exhibitors to do their share by contributing "more initiative, enterprise, and hard dollars."

The UA vice-president outlined a three-point program for the exhibitors. First, he said, they should "actively back promotions, instead of talking about it." Secondly, "assume a more equitable share of promotional expenses." Thirdly, "train new manpower."

Sees 'Total Pie' Smaller

In forecasting a sound and profitable future, Youngstein said that the industry's "total pie" would be somewhat smaller but that profit participation would be larger for those who helped develop the new formula of success.

The inroads of TV competition are now reduced, Youngstein declared. Televiewing is out of the habit phase and is "on as selective a basis as moviegoing."

Youngstein predicted that within five years or less there would be something like 10,000 theatres functioning. He also foresaw that the number of producer-distributors would be appreciably reduced.

"What remains though," he declared, "will be far healthier and more stable than what we've known in the past."

Youngstein expressed the belief that consolidation of the costly, outmoded production-distribution systems is inevitable.

"These operations have to be trimmed down in line with modern marketing principles," he said. "It is impractical for every major studio to maintain large sound stages, many of which aren't used. It is also impractical to maintain exchanges in 30 or more towns, which are accessible through air express."

Cites Changed Habits

Public entertainments habits have changed, Youngstein said. Today's selective audience shops for a top star or an appealing story. Hence, creative brains and ereative energy in the film business assume more importance than ever.

It is United Artists' policy, he stated, to encourage the creative spirit and creative talent. With this formula and its $60,000,000-plus production program, the company anticipates a very good output of top-grossing features.

In his speech Stein outlined the plans of 20th-Fox to promote its forthcoming summer and fall product. "20th's optimism in the future," he said, "is indicated by the ingenuity and depth of planning we have given these campaigns. We can succeed only with aggressive showmanship."

Tells of 'Packages'

The advertising manager also discussed the company's new merchandising packages, inaugurated with "Fraulein," which will be available on all of upcoming Fox releases.

Stein was lauded by Seymour Morris, Schine advertising director, for his "assistance in making the meetings so successful."

Circuit Men Accept Bid to WB Ad Meet

Warner Bros. announced that it has received nearly 100 per cent acceptances to its invitations to the heads of the nation's leading circuits for their top talent in advertising, publicity and promotion to participate in the first of a series of merchandising-advertising forums on the company's forthcoming important releases. The meeting will be held Monday at the home office executive board room. "Home Before Dark" will be the topic of discussion then

Hornblow Withdraws as Producer of 'Solomon'

Arthur Hornblow, Jr., announced yesterday that at his request and with Edward Small's agreement he has withdrawn as producer of "Solomon and Sheba." Shooting is seheduled to begin in Spain in September, for release by United Artists.

Had Produeed 'Witness'

The picture was to be a partnership presentation by Edward Small's company, Theme Productions, Inc., and Arthur Hornblow Productions, Inc. They previously sponsored "Witness for the Prosecution," produced by Hornblow.

AA Acquires 'Speed'

Allied Artists has contracted to distribute Viscount Films' "Speed Crazy." Negotiations were handled by George D. Burrows, executive vice-president and treasurer, of Allied Artists, and Riehard Duckett, president of the independent production company.

...NEWS ROUNDUP

Gordon 16mm Head at MGM

Jack Gordon has been named director of M-G-M 16mm operations, succeeding Orton Hicks, now vice-president of Dartmouth College. Gordon had been Hicks' assistant.

■

Screening for B'way Casts

The 55th Street Playhouse here has scheduled an invitational midnight screening on Monday of Paddy Chayefsky's "The Goddess." Guests will be the casts of Broadway shows. Kim Stanley, who makes her screen debut in the film, as well as Lloyd Bridges and Steve Hill, who co-star, are all alumni of the legitimate theatre here.

■

New Cooler at B'lyn Fox

A new Carrier centrifugal refrigerating machine of 250 tons cooling capacity has been installed at the Brooklyn Fox Theatre and is now in operation, it has been announced by Fabian Theatres.

■

Caravan of Light in Maryland

The Strong Caravan of Light has been booked for the Queen's Chapel Drive-in Theatre, West Hyattsville, Md., for Monday at midnight, for a demonstration of the new blown arc against the drive-in's installed equipment. The event will eonclude the national tour of the Caravan, which started on March 17.

■

Lerner, Loewe in Radio Suit

Alan Jay Lerner and Frederick Loewe, members of the American Soeicty of Composers, Authors and Publishers, have filed suit for copyright infringement against Williamson Broadcasting Corp., the owner of radio station WMCD, Welch, W. Va. The plaintiffs allege that copyrighted songs were performed by the radio station without authorization. The songs involved are: "On the Street Where You Live," "The Rain in Spain," and "Almost Like Being in Love."

New Drive-In Theatre Opened in Baltimore

Special to THE DAILY

BALTIMORE, June 19.–Carlin's Drive-In Theatre, located on the site of former Carlin's Amusement Park and within eity limits, opens here tomorrow. It has a capacity of 1,800 cars.

The drive-in is promoting a "paved parking lot–no dust to contend with." There also is a self-service cafeteria, with shrimp rolls and meatball sandwiches, cold drinks and eandy featured.

MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
JUNE	THE PAGANS Pierre Cressoy, Helene Remy CRY BABY KILLER Jack Nicholson, Carolyn Mitchell GUNSMOKE IN TUCSON (CS, color) Mark Stevens, Gale Robbins	THE LINEUP Eli Wallach, Robert Keith —86 min. (Rev. 4/30/58) THE CASE AGAINST BROOKLYN Darren McGavin, Maggie Hayes—82 min. (Rev. 5/15/58) LET'S ROCK Julius LaRosa, Phyllis Newman SHE PLAYED WITH FIRE Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	THE LAW AND JAKE WADE (CS, color) Robert Taylor, Richard Widmark — 86 min. (Rev. 6/3/58) HAUNTED STRANGLER Boris Karloff, Jean Kent — 81 min. (Rev. 6/9/58) FIEND WITHOUT A FACE Marshall Thompson — 74 min. (Rev. 6/9/58) HIGH SCHOOL CONFIDENTIAL Russ Tamblyn, John Barrymore, Jr. — 85 min. (Rev. 6/2/58)	HOT SPELL (VV) Shirley Booth, Anthony Quinn—86 min. (Rev. 5/14/58) ANOTHER TIME, ANOTHER PLACE (VV) Lana Turner, Glynis Johns — 98 min. (Rev. 4/18/58) SPACE CHILDREN (VV) Adam Williams, Michel Ray—69 min. (Rev. 6/13/58) VERTIGO (VV, color) James Stewart, Kim Novak — 123 min. (Rev. 5/12/58) THE COLOSSUS OF NEW YORK (VV) Ross Martin, Otto Kruger — 70 min. (Rev. 6/13/58)	FROM HELL TO TEXAS (CS, color) Don Murray, Diane Varsi — 100 min. (Rev. 5/14/58) SPACE MASTER K-7 Bill Williams, Lynn Thomas THE NAKED EARTH (CS) Richard Todd, Juliette Greco—96 min. (Rev. 6/19/58) DESERT HELL (Regalscope) Brian Keith, Barbara Hale —82 min. (Rev. 6/13/58) SHOWDOWN AT BOOT HILL Charles Bronson, John Carradine—71 min. (Rev. 6/10/58)	THE LONE RANGER AND THE LOST CITY OF GOLD Clayton Moore, Jay Silverheel — 80 min. (Rev. 6/3/58) WINK OF AN EYE Johnathan Kidd, Doris Dowling—72 min. (Rev. 6/6/58)	HORROR OF DRACULA (color) Peter Cushing, Mellisa Stribling — 82 min. (Rev. 5/6/58) THE THING THAT COULDN'T DIE William Reynolds, Andrea Martin—69 min. (Rev. 5/8/58) THIS HAPPY FEELING (CS, color) Debbie Reynolds, Curt Jergens — 92 min. (Rev. 3/19/58)	DANGEROUS YOUTH George Baker, Frankie Vaughan — 98 min. (Rev. 5/16/58)	TERROR FROM THE YEAR 5000 (AIP) Joyce Holden, John Stratten HOT ROD GANG (AIP) John Ashley, Jody Fair HIGH SCHOOL HELLCATS (AIP) Yvonne Lime, Brett Halsey THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt THE PROUD REBEL (BV) (color) Alan Ladd, Olivia de Haviland — 103 min. (Rev. 4/4/58) THERE'S ALWAYS A PRICE TAG (RFDA) Michele Morgan, Daniel Gelin ROONEY (RFDA) Barry Fitzgerald, John Gregson THE BIGAMIST (DCA) Vittorio De Sica, Marcello Mastroianni PLAN 9 FROM OUTER SPACE (DCA) Vampira, Bela Lugosi LIANE, JUNGLE GODDESS (DCA) (color) Marion Michael, Hardy Kruger
JULY	FRANKENSTEIN—1970 (CS) Boris Karloff, Jana Lund UNWED MOTHER Norma Moore, Robert Vaughn QUEEN OF OUTER SPACE (CS, color) Zsa Zsa Gabor, Eric Fleming	REVENGE OF FRANKENSTEIN Peter Cushing, Eunice Gayson — 90 min. (Rev. 6/18/58) THE CAMP ON BLOOD ISLAND Carl Mohner, Andre Morrell — 81 min. (Rev. 6/13/58) THE KEY (CS) William Holden, Sophia Loren—125 min. (Rev. 6/11/58) GUNMAN'S WALK (CS, color) Van Heflin, Tab Hunter—97 min. (Rev. 6/12/58) LIFE BEGINS AT 17 Mark Damon, Dorothy Johnson THE SNORKEL Peter Van Eyck, Betta S. John — 75 min. (Rev. 6/13/58) CURSE OF THE DEMON Dana Andrews, Peggy Cummins	GIGI (CS, color) Leslie Caron, Maurice Chevalier — 116 min. (Rev. 5/15/58) IMITATION GENERAL (CS) Glenn Ford, Red Buttons TARZAN'S FIGHT FOR LIFE (CS) Gordon Scott, Eve Brent	KING CREOLE (VV) Elvis Presley—116 min. (Rev. 5/21/58) ROCK - A - BYE BABY (VV, color) Jerry Lewis, Marilyn Maxwell — 103 min. (Rev. 6/5/58)	THE BRAVADOS (CS, color) Gregory Peck, Joan Collins—98 min. (Rev. 6/4/58) SIERRA BARON (CS, color) Brian Keith, Rip Jason THE FLY Herbert Marshall, Vincent Price GANG WAR Charles Bronson, Kent Taylor — 74 min. (Rev. 5/26/58) RX-MURDER (CS) Rick Jason, Marius Goring	THE VIKINGS (color) Kirk Douglas, Tony Curtis — 114 min. (Rev. 5/20/58) KINGS GO FORTH Frank Sinatra, Natalie Wood—109 min. (Rev. 6/13/58) I BURY THE LIVING Richard Boone, Peggy Maurer	A TIME TO LOVE AND A TIME TO DIE (CS, color) John Gavin, Lilo Pulver—132 min. (Rev. 4/1/58) KATHY O' (CS) Dan Duryea, Jan Sterling —99 min. (Rev. 4/24/58) THE LAST OF THE FAST GUNS (CS, color) Jack Mahoney, Linda Cristal	INDISCREET (color) Cary Grant, Ingrid Bergman — 100 min. (Rev. 5/28/58) NO TIME FOR SERGEANTS Andy Griffith, Nick Adams —111 min. (Rev. 5/7/58)	HOW TO MAKE A MONSTER (AIP) Robert Harris, Paul Brinegar WAR OF THE COLOSSAL BEAST (AIP) Roger Pace, Sally Fraser TANK BATALLION (AIP) Don Kelly, Marjorie Hellen THE LIGHT IN THE FOREST (BV) (color) Fess Parker, Wendell Corey —93 min. (Rev. 5/2/58) NIGHT AMBUSH (Rank F. D. A.) Dirk Bogarde, Marius Goring — 93 min. (Rev. 4/25/58) DANGEROUS EXILE (Rank F.D.A.) (VV, color) Louis Jourdan, Belinda Lee THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmann, Hannelore Schroth THREE MEN IN A BOAT (DCA) (CS, color) Laurence Harvey, Jimmy Edwards CIRCUS OF LOVE (DCA) (color) Curt Jurgens, Eva Bartok
AUGUST	NOT SET	BUCHANAN RIDES AGAIN Randolph Scott, William Leslie TANK FORCE Victor Mature, Leo Genn	THE BADLANDERS (CS, color) Alan Ladd, Ernest Borgnine THE RELUCTANT DEB (CS, color) Rex Harrison, Kay Kendall ANDY HARDY COMES HOME Mickey Rooney	THE MATCHMAKER (VV) Shirley Booth, Anthony Perkins — 101 min. (Rev. 5/1/58)	A CERTAIN SMILE (CS, color) Rossano Brazzi, Joan Fontaine QUICK DRAW AT FORT SMITH Hugh O'Brian, Robert Evans TURN OF THE TIGER Stewart Granger, Barbara Rush VILLA (CS, color) Cesar Romero, Brian Keith FLAMING FRONTIER	NOT SET	WILD HERITAGE (CS, color) Will Rogers, Jr., Maureen O'Sullivan TWILIGHT FOR THE GODS (color) Rock Hudson, Cyd Charisse VOICE IN THE MIRROR (CS) Richard Egan, Julie London — 102 min. (Rev. 5/21/58)	THE NAKED AND THE DEAD (CS, color) Aldo Ray, Cliff Robertson BAD MAN'S COUNTRY George Montgomery, Neville Brand—68 min. (Rev. 5/26/58) THE OLD MAN AND THE SEA (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	THE GYPSY AND THE GENTLEMAN (RFDA) (color) Melina Mercouri, Keith Michell WINDOM'S WAY (Rank F. D. A.) (color) Peter Finch, Mary Ure LISA (DCA) Maria Schell, O. W. Fischer SENECHAL THE MAGNIFICENT (DCA) Fernandel, Nadia Gray

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; N—Naturama; (Rev.) Motion Picture Daily Review Date.

KEY: SYSTEM: CS—CinemoScope; VV—VistoVision; N—Noturomo; (Rev.) Motion Picture Daily Review Date:

Drive-in Plea to Treasury

(*Continued from page* 1)

. Barnes, Administrator for the mall Business Administration, they omprise the policy committee for the .B.A.

Harling said he received "full and nhurried" hearings from both offiials, and was satisfied that they had eceived, for the first time, "a real rst-hand insight concerning the rive-in theatres in this country and eir place in the community." This olicy group, he said, could reconder Barnes' ruling of last April that would not be in the "public interest" include drive-in theatres in the loan rovisions now available to four-wall eatres.

Follows Visit With Sparkman

His visit was occasioned by his apeal to Senator John Sparkman, chairan of the Senate Select Committee n Small Business to have Adminisrator Barnes and his board reconsider e earlier unfavorable decision.

Harling said he was accompanied at oth meetings by Nathan D. Golden, irector of the Motion Picture and hotographic Division of the Departent of Commerce for Business and efense Services, and that Golden's nowledge of the motion picture inustry was of "tremendous help" in is efforts to convey to the Cabinet fficials the important status of the rive-in theatre in the motion picture ndustry and in the American enterainment scene. Carl F. Oechsle, ueller's deputy, was also present, arling said.

Outlines Growth of Industry

Harling said he had the opportunity review the entire 25-year growth istory of drive-in theatres, emphasizg the ruling of the S.B.A. was in ffect "drawing a line down the iddle of exhibition which doesn't xist." He pointed to the entertainent facilities provided by the drives as part of the whole movie service urnished to the American public, and e fact that in many cases, drive-ins nd four-wall theatres were owned and operated by the same exhibitors.

He cited that drive-ins appeal to what he described as a new class or segment of audiences who are not normally regular four-wall theatre patrons, namely the aged, infirm, very young, and parents who cannot afford baby sitters. He mentioned the special facilities found in drive-ins, including playgrounds, trains, play pens, and bottlewarmers, and attempted to refute Barnes' contention that drive-ins were mainly situated in "isolated places" by proving they must be near centers of population to draw sufficient audiences to exist.

Say Mueller Was Impressed

Harling said that while Mueller pointed out that the S.B.A. should be considered a last source of emergency funds when all other sources fail, and that the government did not desire to get into the lending business unless money could not be secured from normal banking sources, he was impressed by Harling's presentation.

Harling declared Assistant Secretary of the Treasury Robbins was fully conversant with the request for drive-in coverage, having the full file of correspondence between T.O.A. and the S.B.A. He said Robbins at first felt drive-ins should not be considered in the same class as four-wall theatres because drive-ins represented a far smaller capital investment.

Describes Incidental Uses

However, Harling added, he was able to offset this feeling with statistics, and was also able to point to the uses made of drive-ins by many churches of all denominations for outdoor services, by veterans' groups for observance of patriotic days, and in instances where drive-ins were situated near shopping centers of their use to relieve traffic congestion.

Harling said that as the result of the interest shown by the two officials, he was optimistic that the request would now receive careful reconsideration by the S.B.A. policy board.

Edward Johnson

(*Continued from page* 1)

ill succeed Ben Marcus, who was lected chairman of the board.

Other new officers include Frank ahn, vice-president; Evelyn Gutenerg, secretary; Oliver Trampe, treasrer. Other members of the board re Gerry Franzen, Dean Fitzgerald, loyd Albert, H. L. Stolzman, W. harboneau, Harry Melcher, Otto ettele, John Adler and Rance Mason.

Other late action taken by the conention included the passing of a esolution endorsing the industry's usiness-building program with the ondition that the distributors "be alled upon to cooperate fully in the ampaign by releasing their better roduct on a regular and orderly vailability to all exhibitors of the ation."

Attending the annual banquet was ttorney General Honeck, son of a former Wisconsin exhibitor, who brought greetings from Governor Thomson. Tribute was paid to Harold Pearson, executive secretary, for "his many years of service and a job well done."

Marcus stressed again his desire for an all-industry meeting, which would be called by Eric Johnston, president of the Motion Picture Association. Marcus said he hopes to get in touch with Johnston in New York next week.

Tomlinson Selling

(*Continued from page* 1)

dispose of his stock holdings in the company.

With holdings of 180,000 shares reported at the time of the proxy contest, Tomlinson now holds 133,100 shares after disposing of an additional 26,900 shares in the past few weeks, it was reported yesterday by the New York Stock Exchange.

Television Today

Honor Ed Sullivan's Tenth Anniversary

Ed Sullivan's ten years in television were marked yesterday at a luncheon at the Commodore Hotel by the National Television Film Council, which was itself celebrating its tenth anniversary as an organization. Robert Gross, president of the NTFC, reviewed the progress of the group during its first decade, and Melvin L. Gold, founder and honorary lifetime president, was toastmaster.

Presented by Levinson

Sam Levinson, well known television humorist, presented the NTFC award to Sullivan, in the form of a plaque, and had the 200 guests in the hotel's West Ballroom shouting with laughter as he offered one of his best routines. He ranged from thanks to Sullivan for giving him his initial chance on television, thus saving him from the life of a school teacher, to some of his funniest yarns about children's answers to examination questions. (Describe the circulation of the blood. The blood goes up one leg and down the other. Prove that the earth is round. Why should I; I never said it was! What is the difference between a king and a president? A king has to be the son of his father; a president doesn't. What caused the downfall of the Roman Empire. Carelessness!)

Stresses Family Entertainment

Sullivan expressed appreciation for the tribute, declaring it would continue to be his intention to offer wholesome television entertainment for the whole family to enjoy.

Among the dais guests were Hubbell Robinson, Jr., executive vice-president of programming, CBS Television; Robert M. Weitman, vice-president of CBS; Louis G. Cowan, president of CBS Television Network; Marshall G. Rothen, NTFC chairman; William J. Reddick, NTFC executive vice-president; Lou Feldman, treasurer, and Sally Perle, general secretary.

Lane, Shafto Elected To NAB Board Posts

From THE DAILY Bureau

WASHINGTON, June 19.– C. Howard Lane, vice-president and managing director of KOIN-TV, Portland, Ore., and G. Richard Shafto, executive vice-president of WIS-TV, Columbia, S. C., were unanimously elected chairman and vice chairman, respectively, of the television board of the National Association of Broadcasters.

Lane succeeds John E. Fetzei, president, WKZO, Kalamazoo, Mich. Shafto fills the post of W. D. "Dub" Rogers, president and general manager, KDUB-TV. Lubbock, Tex,

Bullfighters' Union Bans TV Appearances

Special to THE DAILY

MEXICO CITY, Mex., June 19. – Bullfights will no longer be seen by thousands of fans on television, as the Union of Bullfighters has refused to allow any of its members to work in rings where TV cameras are installed.

The union claims that its members do not receive any royalties, despite the fact that bullfights have commercial sponsors. All future contracts signed by bullfighters will have a clause demanding this ban.

NBC Bars Dubin for Red Probe Silence

The National Broadcasting Company has issued a statement declaring that Charles Dubin, former director of "21," who took refuge in the Fifth Amendment under repeated questioning before a sub-committee of the House Un-American Activities Committee Tuesday, has made himself "unacceptable" to NBC.

"Persons who refuse to testify as to their present or past affiliation with the Communist Party," the statement said, "render themselves unacceptable as regular employees on NBC programs. The further use on NBC programs of Charles Dubin . . . is therefore unacceptable to NBC. Dubin is not an employee of NBC but is a free lance director currently employed by several program packagers whose programs are broadcast over NBC facilities. We are notifying these packagers of our decision."

Bar Mexican Film Directors from TV

Special to THE DAILY

MEXICO CITY, Mex., June 19.– "It is strictly forbidden to all directors of theatrical motion pictures to direct short films designed for TV," Roberto Gavaldon, general secretary of the Syndicate for Production of Moving Pictures, stated after a long meeting held by members of the STIC and other unions of the cinematographic industry in Mexico.

After hours of discussion all interested parties came to this agreement. It will give TV directors a chance to make a name for themselves, which up to now they had been unable to do, because well-known film directors have dominated the field.

More than two million pesos are now being invested in the production of short pictures for TV, under the direction of Hector Cervera at the America Studios. Such popular players as Carlos Lopez Moctezuma, Luis Aguilar, Prudencia Grifell, Lilia Prado, Tana Lynn, and others, are pacted to make films for TV.

REVIEWS

The Cry Baby Killer

Allied Artists

HOLLYWOOD, June 19.

An exciting teen-age melodrama, with a drive-in restaurant hangout for young punks supplying the background, this Roger Corman production, co-produced by David Kramarsky and David March, will be teamed with another Corman feature, "Hot Car Girl," and offered as an exploitable combination program. The song, "Cry Baby Cry" sung over the main title credits by Dick Kallman, recording artist, who also wrote the words and music, lends dramatic impact to the film. This impact is suitably sustained throughout Jus Addliss' direction.

Leo Gordon's story, which he drafted into screenplay with Melvin Levy, creates sympathy for a high school boy, Jack Nicholson, who takes a beating from girl-stealer Brett Halsey, then finds himself acting like a criminal with a gun he lifted from one of Halsey's henchmen in a retaliation fight. Cornered by a policeman near the storehouse of the drive-in hangout, Nicholson is compelled to take cover in the storehouse, holding a colored chef and a woman and her infant as hostages. The action brings crowds to the scene, which is being telecast by a remote control car.

Nicholson is given 10 minutes by police lieutenant Harry Lauter to give himself up; and does so under a last minute plea by Carolyn Mitchell, the girl he almost lost to Halsey.

Running time, 62 minutes. General classification. Release, in August.

SAMUEL D. BERNS

Hot Car Girl

Allied Artists

HOLLYWOOD, June 19.

A definite new personality has hit the screen in a hard-hitting, realistic story of defiant young people on the loose. His name is Richard Bakalyan—tough, flat-nosed, with an air of authority that will have fans asking for more of his films. Executive producer Roger Corman has a winner in this one, which is being teamed with another of his productions, "The Cry Baby Killer," as a combination package program.

Directed with considerable finesse by Bernard Kowalski, and produced by Gene Corman, with an exciting musical background by Cal Tjader, Leo Gordon's excellent screenplay, which is favored by a complete cast of competent new faces, comes to life in bold realism.

The film gets off to a fast pace, establishing Bakalyan and his young partner, John Brinkley, as young punks, who with the aid of Brinkley's girl friend, Sheila McKay, make their money stealing auto accessories. Pretty June Kenny becomes involved with Bakalyan in his exploits, after he spikes her drink and spends the night with her, Brinkley and McKay.

Bakalyan's luck changes when he tries to escape the law for causing a motorcycle officer to lose his life during a wild auto chase. He kills Jana Lund for threatening to tell the police of his whereabouts, then takes off with a frightened June. He robs and beats a gas station owner, switches to stolen cars. When the police close in in him, he sends June away, absolving her from any connection with his crimes, which he attributed to earlier beatings from policemen who treated him as a juvenile delinquent. He resigns himself to losing his life in a gun battle with police at the mouth of a mountain cave.

Running time, 71 minutes. Adult classification. Release, in August.

S.D.B.

Senate Unit

(Continued from page 1)

sulting in a much higher tax payment.

The committee added this provision to a huge House-passed technical tax revision bill on which it completed work today. The Finance Committee also included a provision permitting corporations with 10 or fewer stockholders to elect by unanimous consent to be taxed as though they were partnerships. This is a feature of the Administration's small business tax relief program.

Still another new feature of the bill would make it more attractive for taxpayers to invest in the special small business investment companies authorized in a bill recently passed by the Senate. The bill would provide Federal funds to get these investment companies going, with private capital also to be added. The companies, in turn, would make long-term loans and equity capital available to small businesses.

New Film-Star Pay-Status

The Finance Committee approved a provision in the House-passed bill to make film stars and others working overseas file tax returns, even though they do not have to pay tax on all the money.

Present law says persons who are overseas for at least 17 out of 18 months need not report up to $20,000 a year of income earned abroad, and need not even file a tax return. The current bill says they must report all their income, but need not pay tax on up to $20,000 a year earned overseas.

The Ways and Means Committee said the change would help the government catch up some present tax evasions.

Plan New Drive-In

PITTSBURGH, June 19.—A million dollar drive-in theatre is planned for nearby Braddock on Yost Blvd., and will be operated by the Associated Theatres of Pittsburgh. Councilman Walter Hales said the theatre would bring in at least $10,000 in tax income to the school district.

Mexican, Spanish Deal For Films Is Reached

Special to THE DAILY

MEXICO CITY, Mex., June 19.—"An agreement has been made for the interchange of 35 feature pictures and 35 shorts per year with Spain," Juan Bandera, manager of the Peliculas Mexicanas Company, said on his return here from Spain. Together with producer Gonzalo Elvira, he made the necessary arrangements there.

Pact for Two Years

The agreement cannot be considered definitive yet, as it must be signed first by the Mexican and Spanish authorities. By this agreement, both Mexican and Spanish producers are obliged to get certain concessions from their governments for the exportation and importation of the films, such as reduction or exemption of taxes, rights of dubbing, etc. The agreement will be for two years and can be extended two more.

Mexican Producers Will Make 5 Films a Month

Special to THE DAILY

MEXICO CITY, Mex., June 19.—The Association of Producers of Mexican Pictures has come to an agreement among all its members to make only five pictures per month, from June to December of 1958. Gregorio Wallerstein, president of the Association, said producers realize the possibilities of the National Cinematographic Bank could only cover the production of 75 pictures during this years, as a maximum. Yet they have produced more pictures than the market can absorb, and it is urgent to reduce production.

The bank is studying requests for credit to produce the films "Misses Vivanco" and "Escuela de Verano."

More Funds

(Continued from page 1)

ficials of the U.S. Information Agency, which administers the program, say it will run out of funds under present law sometime during the next few months.

The House-approved foreign aid bill did nothing to provide extra money, but the Senate version provided a means for periodic replenishing of the funds for the program, so it can keep going on a long-term basis. Senate-House conferees accepted the Senate version on this point, insuring the long-term functioning of the program.

Film companies are currently using the program in Turkey, Vietnam, Yugoslavia and Poland.

BV Names Conley

Buena Vista has appointed Don Conley as Pacific Coast division manager, succeeding Wendell Bjorkmann, who has resigned. Conley, formerly Los Angeles branch manager of the company, will be succeeded by Leo Jensen, BV film booker in that city.

Still See Hope

(Continued from page 1)

present 52 per cent corporate tax ra and present excise rates on auto and certain other items. Transporta tion tax repeal was offered as a amendment and carried overwhelm ingly—one to repeal the freight ta by 59 to 25 and one to repeal th passenger tax by 50 to 35.

Senate leaders had been afraid th success of the transportation ta amendments would open the door other excise tax cuts, but after th vote tonight they were of the opinio that other tax cuts could be rebuffe despite the vote on the transportatio tax.

A.A. Threatens to Sue Over 'Insurance' Drive

From THE DAILY Bureau

HOLLYWOOD, June 19. — Allie Artists today sent a wire to J. Schr der, owner of the Visulite Theatr Charlotte, N. C., threatening legal a tion if he does not cease or desist fro using an insurance policy campaig such as is now in use in connectio with AA's "Macabre," for two oth films Schrader has booked.

WB Reports Loss

(Continued from page 1)

2, 1957, the company reported a n profit of $2,630,000 after a provisi of $2,500,000 for Federal incon taxes and after a provision of $175,0 for contingent liabilities.

Film rentals, sales, etc. amount to $31,332,000, dividends from forei subsidiaries not consolidated we $1,204,000 and profit on sales capital assets was $769,000 for t six months ending March 1, 1958 compared with $39,744,000, $49,0 and $212,000 respectively, for t corresponding period last year.

The net current assets were $3 857,000 and debt maturing after o year was $9,858,000 at March 1, 195 compared with $39,127,000 and $1 172,000 respectively at November 3 1957.

In October 1957 the company r paid $2,000,000 of its bank loan the by reducing the amount outstandi under the bank credit agreement $5,000,000, which amount is includ in debt maturing after one year.

Cash at present is $11,000,000 compared with $7,500,000 at Mar 1, 1958.

During the three months endi March 1, 1958, the company pu chased 11,700 shares of its comm stock on the New York Stock E change at a cost of $214,000. March 1, 1958 there were 1,745,1 shares outstanding after deducti 737,051 shares held in treasury. Sin that date there has been no chang

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'Time' at $47,500

Warner Bros.' "No Time for S geants" ended its first week at t Chicago Theatre, Chicago, last nig to a "tremendous" gross of $47,5 WB reported.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

OL. 83, NO. 121 NEW YORK, U.S.A., MONDAY, JUNE 23, 1958 TEN CENTS

ey Effort

'o Appeal for 3-B Funds Via 'losed Circuit

-B Day Feature to Go o Showmen Nationwide

By JAMES M. JERAULD

The feature of B-B Day, the all-out ort to persuade exhibition to speed its contributions to the all-indus- business building program, will be closed circuit appeal by campaign d other industry officials to gatherɡs of circuit executives and other hibitors meeting in key cities.

The date for the appeal and ether it will be by telephone or TV cuit has not been determined yet t a decision is expected within a tter of days following further conences on arrangements, particularly

(*Continued on page* 2)

aturation' Bookings n Virginia Agenda

Special to THE DAILY

RICHMOND, Va., June 22.—Probhs connected with the multiple or turation" booking of new pictures a single territory will be one of the subjects on the agenda of the

(*Continued on page* 5)

sskind to Make Four l. Theatrical Films

Columbia Pictures has entered into independent production-distribu- agreement with David Susskind, ducer and packager of live teleon dramatic shows, under which will make one theatrical film a year four years, A. Schneider, presi-

(*Continued on page* 2)

Television Today Page 5

MPEAA Group Completes Work on Formula for Dividing Import Licenses

Eric Johnston, president of the Motion Picture Export Association of America, announced on Friday that discussions leading to a revision and extension of the master license formula are concluded. Work has been going on since April, 1957, when the MPEAA formula subcommittee was established to review and suggest revisions in the formula in order that it might be applied to more countries than formerly.

In commenting on the new formula, Eric Johnston said: "I would like to compliment both the board

(*Continued on page* 2)

Spain Now Issuing 18 Import Licenses

Frank Gervasi, MPEAA manager for the Mediterranean area, cabled the home office at the weekend that the Spanish government is now issuing the 18 provisional import licenses, as agreed in preliminary discussions with MPEAA.

Gervasi indicated that a number of the licenses already have been received, and the remainder will be issued within the next few days.

For the past two weeks Gervasi has been in Spain and has held a number of meetings with representatives of the Spanish government in a

(*Continued on page* 2)

OCIC Studies Support Of Morally Good Films

By HENRY KAHN

PARIS, June 19 (By Air Mail). — The promotion of good films in order "to insure the success of morally sound films and hence encourage producers to persevere" in the production of such films was the theme of a three day international "study meeting" of the Office Catholique International du Cinema which ended here today. Representatives of 29 countries attended the sessions which were

(*Continued on page* 4)

Chairmen for TOA's Annual Meet Named

Appointment of the honorary chairman and three co-chairmen for the 11th annual national convention and trade show of the Theatre Owners of America, to be held at the Americana Hotel in Miami Beach, Oct. 21-25, was announced at the weekend by Ernest G. Stellings, TOA president.

Mitchell Wolfson, past-president of

(*Continued on page* 4)

Hearing Aug. 4 on AB-PT Elgin Theatre Petition

A hearing has been set in New York District Court here on the afternoon of Aug. 4 on the petition of American Broadcasting - Paramount Theatres to reacquire the Grove Theatre in Elgin, Ill.

AB-PT is seeking to reacquire the

(*Continued on page* 5)

Industry Leaders to Inspect New Additions to Will Rogers Hospital

Some 90 industry personalities, including the board of directors of Will Rogers Memorial Hospital and Research Laboratories and representatives of distribution, exhibition, production, and the trade press will leave here Thursday night to attend the annual board of directors meeting and make an inspection tour of the industry's own hospital at Saranac Lake. This year distributor chairmen from the exchange areas are again being brought to New York by their home offices to participate in the meeting and tour. Most of them will be seeing the hospital for the first time.

Highlight of the tour by the executives will be an inspection of the hospital's new third floor where patients with other diseases than tuberculosis are now being treated. The new facilities were completed this spring. For more than 30 years the hospital has concentrated on treating tuberculosis only, and now it has added 15 other diseases of the

(*Continued on page* 4)

Weigh New Moves

Film Leaders Still to Push For Tax Relief

Undaunted by Senate Stand Against All Cut Proposals

By J. A. OTTEN

WASHINGTON, June 22.—Industry officials refused to throw in the towel on admissions tax relief this year, despite the Senate's stand last week against practically all tax-cutting proposals.

"There will be other opportunities to use the strength we mustered," declared Robert Coyne of the Council of Motion Picture Organizations. He

(*Continued on page* 6)

40 Warner TV Shows Acquired by NTA

Forty hour-long television programs, produced especially for TV presentation by Warner Bros. Pictures, have been acquired by National Telefilm Associates for U.S. and Canadian TV distribution, according to a joint an-

(*Continued on page* 4)

Not Whether, But Who Goes, WB Transfer Question

While officially Warner Bros. assert that the subject of transferring some home office functions to the Burbank studio remains undecided and continues under study by company executives, trade reports maintain that the only decisions remaining to be made is who and what will be transferred, and when. Some Warner executives reportedly have already offered their homes here for sale.

The reports additionally have the foreign and some domestic sales departments and financial operations remaining, while most other departments move west. Meanwhile, Jack Warner, president, is remaining in New York and will attend the company's sales and advertising conference with area exhibitors at the home office today.

PERSONAL MENTION

JOSEPH R. VOGEL, president of Loew's, Inc., left here by plane over the weekend for Italy. He will spend a week in Rome before returning to New York.

•

Rube Jackter, Columbia Pictures general sales manager, will leave New York today for Boston. He will be back here on Wednesday.

•

Leslie T. Harris, vice-president in charge of TV sales for CBS, left New York yesterday via B.O.A.C. for London.

•

Alan Ladd has arrived in Boston from Hollywood.

•

Herb Sargent, writer on the Steve Allen television show, left New York on Saturday for England via B.O.A.C.

Herbert B. Swope Dead; Well Known in Industry

Herbert Bayard Swope, intimately and widely known to many motion picture industry leaders, died at the age of 76 on Friday in Doctors' Hospital here. He was stricken with pneumonia following surgery earlier in the week.

Swope, Pulitzer prize-winning journalist and former executive editor of the old "New York World," was adviser to a bondholders protective group in the reorganization of Paramount Pictures in 77-B proceedings 20 years ago. He was the brother of Gerard Swope, former president of General Electric Co. His son, Herbert B. Swope, Jr., is a motion picture and television producer, who recently completed "The Bravados" and "Quick Draw" for 20th Century-Fox. Also surviving are his wife and a daughter, Mrs. Robert Lee Brandt.

Funeral services were held yesterday at the Sands Point, L. I., home of the deceased.

Warner Host Tonight

Jack L. Warner, president of Warner Bros., will be host tonight at a cocktail party for a group of advertising, publicity and promotion executives representing the nation's leading theatre circuits to be held in the reception lounge at the company's office here. The men are in New York to participate in the first of a series of merchandising-advertising forums on distribution plans for Warner's upcoming releases.

MPEAA Formula Completed

(*Continued from page* 1)

and its master license formula subcommittee for an outstanding job in working out the many difficult and complicated problems connected with this agreement."

The successful operation of the license formula during the past two years led the way to the preparation of the new formula agreement that extends the territorial coverage and clarifies many of the minor clauses.

The new formula, which will apply for film years commencing during the calendar years 1958 and 1959, goes into effect, retroactive to January 1, 1958, when all companies have signed the final agreement. The revised formula will apply to the following ten countries: Argentina, Belgium, Burma, Formosa, France, Indonesia, Israel, Italy, Japan and Pakistan. The earlier 1956-'57 formula covered only Belgium, France, Italy, Japan and Formosa.

The language of the agreement provides an open-end arrangement whereby it can be extended for additional periods and new countries can be added. It is hoped that Spain may be one of the additional countries, following the completion of current negotiations with the Spanish government on a new film agreement.

The master license formula takes on new importance in the continuing struggle to hold on to and expand the all important foreign market for films.

The application of the formula will simplify and speed the division of licenses. It further establishes a distribution of licenses equitable to all, based on the performance of the companies in many of the key markets of the world. Without a formula the division of licenses among the member companies could result in long drawn out discussions for each of the 10 countries involved.

In general terms the formula arrived at is weighted on the following basis:

36% of the licenses are divided equally among the participating companies;
32% are based on a proportion of billings in the quota country in the previous calendar year;
32% are based on total billings in a selected group of countries based on the previous calendar year.

Appeal for B-B

(*Continued from page* 1)

the availability of the needed circuits, by campaign leaders.

Indications are that detailed descriptions of the business-building campaign will be given by executive committee and operating committee members, who also will stress the urgent need for cash contributions(rather than pledges, in order to get the projected campaign off the ground at an early date.

Much of the material recorded for the radio phase of the campaign also is expected to be transmitted to the exhibitor groups gathered together in the key cities, giving them opportunity to hear and appraise for themselves the showmanship and effectiveness of the campaign material in relation to their own situations.

Executive committee members are Abe Montague, representing MPAA and Compo; Ernest Stellings, TOA; Horace Adams, Allied States; Harry Brandt, I T O A; Sol Strausberg, MMPTA. Paul Lazarus, Jr., is chairman of the campaign operating committee.

Roxy Free Parking Set

The Roxy Theatre here, where "Windjammer" in Cinemiracle is playing, will provide free parking for its patrons starting Wednesday at the Whiteway Garage, located near the theatre.

Set 'Vikings' for 52 Regional Openings

Kirk Douglas' "The Vikings" has been set for 52 regional openings in the United States and Canada within the next two weeks.

Key cities include Boston, Buffalo, Philadelphia, Pittsburgh, Detroit, St. Louis, Memphis, Miami, Houston, San Antonio, Baltimore, Washington, Cincinnati, Indianapolis, Milwaukee, Minneapolis, Kansas City, Denver, Salt Lake City, San Francisco, Seattle, Montreal, Toronto and Vancouver.

Susskind to Make 4

(*Continued from page* 1)

dent of Columbia, announced at the weekend.

The first film under the new deal will be "Revival," from an original by Sheldon Stark, which will be filmed in the late spring and summer, as will all of Susskind's productions for Columbia. Susskind last year produced the motion picture "Edge of the City."

Spain Issuing

(*Continued from page* 1)

cordial atmosphere. He will leave for his office in Rome later this week.

Discussions with the Spaniards will be renewed shortly looking toward further arrangements for normalizing the American film situation existing in Spain.

New Theatre Opens At Myrtle Beach, S. C.

Special to THE DAILY

MYRTLE BEACH, S. C., June 22 —The new Rivoli Theatre, constructe at a cost of about $400,000, held it grand opening here at the weekend.

The new theatre has a seating capacity of 1,062. Stereophonic soun has been installed, including side-wal speakers.

New Officers Installed By Washington WOMP

From THE DAILY Bureau

WASHINGTON, June 20. — Nev officers of the local chapter of Wome of the Motion Picture Industry wer installed here at a dinner held in th Elks Club. Mrs. Madeline Ackerma was installing officer.

The new president is Mrs. Mar Jane Salvetti, who succeeds Mr Thelma Powell. Other officers an directors installed are: Mrs. Josephin Storty, first vice-president; Mrs. Eth Curtiss, second vice-president; Catherine Burton, treasurer; Mrs. Catherin Murphy, recording secretary; Mr Mary Valentine, corresponding secretary.

Directors are Mrs. Sara Young, Mr Marine Hancock and Elizabeth an Jean Martin.

Muscular Distrophy Citation To Kansas City WOMPI

KANSAS CITY, June 22. — A cit tion from the Muscular Dystroph Association will be presented to th Kansas City chapter of Women the Motion Picture Industry at an i stallation of officers of the film grou on Tuesday. The citation is bein given for the work of the women organization in booking a trailer o muscular dystrophy into leading Ka sas and Missouri theatres last Noven ber.

Mary Heueisen President

The new officers to be installed ar Mary Heueisen, president; Mr Gladys Melson, first vice-presiden Goldie Woerner, second vice-pres dent; Mrs. Pat Pierstorff, recordi secretary; Mrs. Mary Jane Hartma corresponding secretary, and Phyll Whitescarver, treasurer.

List Ind. Stockholders' Meeting Set for July 3

The stockholders meeting of Li Industries, to vote on the propos merger with the Glen Alden Co., h been adjourned until July 3.

The postponement was made ne essary by the pending stockhold court action to prevent the propos merger.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Sto
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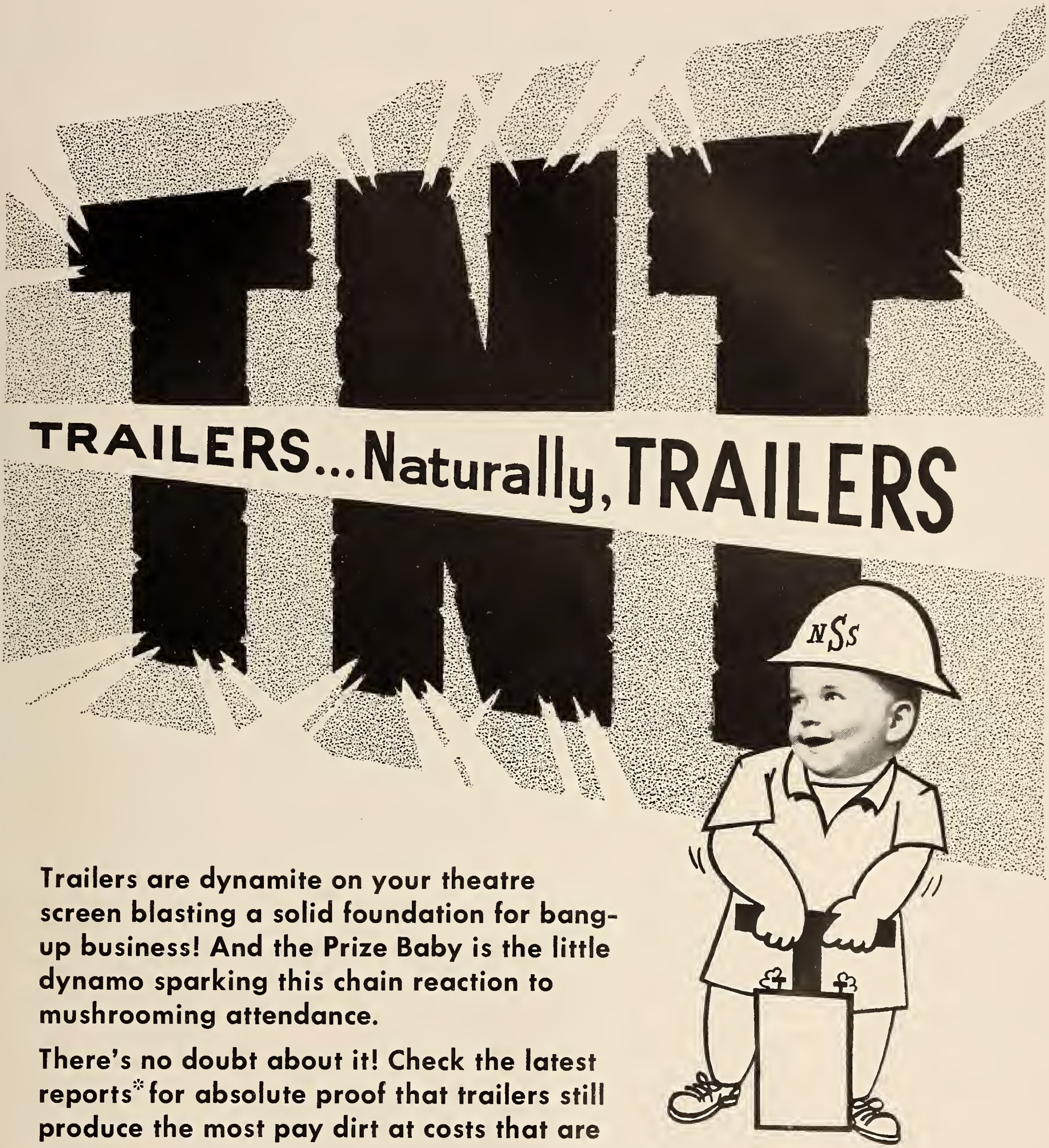

TRAILERS...Naturally, TRAILERS

Trailers are dynamite on your theatre screen blasting a solid foundation for bang-up business! And the Prize Baby is the little dynamo sparking this chain reaction to mushrooming attendance.

There's no doubt about it! Check the latest reports* for absolute proof that trailers still produce the most pay dirt at costs that are dirt cheap!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

**Sindlinger's most recent report on trailer impact prepared for national theatre clients reveals that trailers influence the expenditure of 42.9 cents out of every dollar in box office admissions.*

Opinion Research Corp. of Princeton's survey for the Motion Picture Association gives trailers "top mention" for reliability above all other forms of motion picture advertising.

Copies of both reports available on request.

REVIEWS

Life Begins at 17

Columbia—Clover

This Sam Katzman offering is an interesting study in adolescence but has little to offer in the way of exploitation values. Arthur Dreifuss directed from a script by Richard Baer.

Mark Damon, Dorothy Johnson and Luana Anders are effective as the teen-agers involved in romance and Cathy O'Neill is amusing as a precocious younger sister.

Miss Johnson, eldest of three daughters is winner of a local beauty contest and on her way to become Miss Indiana and Miss America. Because of this she is sought as a prom date by Damon, wealthy young campus leader at a nearby exclusive prep school. Refused the date, Damon rushes Miss Anders, her younger sister, in the hope of achieving his goal. He succeeds, but falls in love with the less glamorous Miss Anders on the way. She precipitates a crisis by announcing to her startled family that she is pregnant, a fabrication which precipitates no end of complications before things are worked out for the good of all.

Some amusing scenes with Miss O'Neill and some valid, if superficial, adolescent reactions are well presented and help to lift the film above the ordinary.

Running time, 75 minutes. General classification. July release.

James D. Ivers

Lucky Jim

British Lion—Kingsley

Boston, June 22

The discernible Boulting Bros. touch is with us again, this time via filmization of a satirical novel of British university life. Ian Carmichael, the perpetually befuddled chap who muddled his way through a precarious path of herculean obstacles in "Private's Progress" and "Brothers in Law," is the top star here, and he has the pleasing companion of Terry-Thomas. Less these two and the evident Boulting (Charter Films) approach, "Lucky Jim" would evolve as feeble treatment of campus life under British welfare state conditions.

Patrick Campbell's screenplay (with extra dialogue credited to Jeffrey Dell) casts Carmichael as a junior lecturer who seems to have a sense of misjudging everything and everyone in his workaday world; in the process, he manages to becloud his future as an instructor and a romantically-inclined gentleman, but, adhering to the tradition of striving for forthright stature to make of a man a hero, the film resolves the differences and Carmichael winds up with both honors and the girl (in this instance Canadian Sharon Acker).

The supporting cast has an ample share of British types, the Boultings logically contending that any satirical study is much the better with inclusion of said characterizations. Terry-Thomas, the pompous captain of "Private's Progress," carries over some of that delight-to-behold smugness to the part of a highbrow novelist.

John Boulting takes directorial credit, with his brother, Ray, administering production details. Authenticity is assured through inclusion of footage photographed at Leeds University.

Running time, 95 minutes. General classification. Release, in August.

A. M. W.

Trip to Rogers Hospital Set

(Continued from page 1)

chest to its program of treatment.

The visitors will also have described to them the hospital's new enlarged research program being conducted in its own laboratories and also the new research project being carried out with the cooperation of the University of Rochester and the Eastman Kodak Co.

Distributor chairmen are again being included so they will be able to present the hospital's story more thoroughly to their organizations in the exchange areas when directing the Audience Collection and Christmas Salute. Organizational work and the signing up of theatres for the Audience Collection will begin immediately following the inspection tour. Audience Collections this year are scheduled for the week of Aug. 18.

Will Be Robbins' Guests

There will be a full day's program of inspection of the hospital and expanded research laboratories, of meeting the personnel, and of visiting the patients at the hospital on Friday. Late in the afternoon the party will be transferred to Herman Robbin's Edgewater Motel on Schroon Lake, where they will spend the balance of the weekend as guests of the Robbins family.

The annual board of directors meeting will be held at Edgewater on Saturday morning. Return to New York will be on Sunday, with arrival early in the evening.

Those making the trip will include Byron Adams, Charles Alicoate, Louis Allerhand, Chester Bahn, Jack Beresin, Richard Brandt, Walter Branson, J. P. Byrne, Max A. Cohen, Norman Colquhoun, Sam S. Davis, Ned Depinet, Stanton Durwood, Ernest Emerling, S. H. Fabian, Hy Faine, Vincent Flynn, Leopold Friedman, C. A. Gibbs, Tom Gilliam, Harry Goldberg, Leonard Goldenson, Phil Gravitz, J. W. Greenleaf, F. J. Guehl, Milton Gurian, William Haddock, K. N. Hargreaves, J. Robert Hoff.

Also, Harold Hoffman, Chet Horstman, Joe Imhof, Arthur Israel, Jr., Harry Kalmine, Sherwin Kane, Curt Kaufman, Jack Kirsch, Harold Klein, Mel Konecoff, Stanley Kositsky, Charles Kurtzman, Daniel Lewis, Hugh Maguire, Hy Martin, Harvey Matofsky, Arthur Mayer, Dr. Edgar Mayer, Michael Mayer, George McKenna, Ira Meinhardt, Don Mersereau, Robert Mochrie, Abe Montague, John Murphy, Bob O'Donnell, Al Picoult, Charles Powers, Martin Quigley, Jr.

From All Trade Branches

Also Dr. I. Rappaport, Walter Reade, Jr., Ted Reisch, Elmer Rhoden, Jr., Dr. Seymour Rinzler, Allan Robbins, Burton Robbins, Herman Robbins, Norman Robbins, Thomas Rodgers, Nat Rosen, Samuel Rosen, Robert Rubin, Leo F. Samuels, Paul Schumack, Fred Schwartz, J. Edward Shugrue, M. A. Silver, George Skouras, Spyros Skouras, Larry Starsmore, Al Steen, James Velde, Richard F. Walsh, Murray Weiss, George Wenskus, W. B. Williams and Raymond Willie.

OCIC Studies

(Continued from page 1)

opened by His Eminence Cardinal Feltin and conducted by the Very Rev. Canon Jean Bernard, president of the OCIC. Msgr. Thomas F. Little, executive secretary of the National Legion of Decency represented the United States.

A letter to Msgr. Bernard from Msgr. A. Dell'Acqua, acting Secretary of State for the Vatican, welcomed the delegates and set the theme for the conference. "It does not suffice," the letter said, "that a (morally sound) film be appreciated by a select group; it is necessary that public opinion come out in its favour, and that it be pleasing to the crowds who daily fill motion picture theatres."

Chairmen for TOA

(Continued from page 1)

TOA and co-owner of Wometco Television and Theatre Company of Miami, will serve as honorary chairman for the convention. The three co-chairmen, each representing a different section of the country, are: S. L. Gillette, of Salt Lake City; J. B. Schuyler, of Butler, Wis.; Sumner Redstone, of Boston.

The convention will have as its theme "Operation Better Business." It will be held concurrently with the annual meeting of the National Association of Concessionaires, with both groups sponsoring a joint trade show.

For Wolfson the job is a reappointment. He was honorary chairman last year for TOA's 10th annual convention, also held in Miami.

All three co-chairmen hold executive and committee posts with TOA.

Dolores Hart on Tour

Dolores Hart, starred opposite Elvis Presley in Hal Wallis' "King Creole," is in New York on the first leg of a national tour in line with Paramount's campaign for the picture.

Miss Hart also will visit Baltimore, Toronto, Buffalo, Indianapolis, Pittsburgh, Chicago, Milwaukee, Detroit, Cleveland, Cincinnati, St. Louis and Los Angeles.

Benefit Set for Albany Variety Heart Project

Special to THE DAILY

ALBANY, June 22. – Camp Thacl er, Heart Fund project of the Alban Variety Club, will be the beneficiar of a "Tower of Talent" show stage by the Schine-owned WPTR statio at Hawkins Stadium, in Menands, th night of June 30.

The program will feature record ing artists, headed by the Everl Brothers and Connie Francis, whon the station's listeners selected in popularity poll. It will include th American Legion Empire State Grena diers, of Cohoes. Tickets are bein sold for 50 cents.

Proceeds to Boys' Camp

Chief Barker Samuel E. Rosenblat accepted an offer by Duncan Moun sey, manager of WPTR, that the cam for underprivileged boys—soon to ope for the summer at Thompson's Lak in the Helderbergs—receive the proc eeds of the show.

The Knickerbocker News and Th Times-Union are cooperating on th publicity, through Charles L. Mooney promotion manager of the former, an Albert J. Bearup, managing editor o the latter. Both are members of th Variety crew.

40 Warner Shows

(Continued from page 1)

nouncement by Oliver A. Unger, NTA president, and Benjamin Kalmenson, executive vice-president of Warners. This is the first time that Warners has entered into an agreement for th distribution of its television product on a syndicated basis.

The programs feature such stars a Anita Ekberg, Tab Hunter, Virgini Mayo, Maureen O'Sullivan, Sydney Chaplin, Victor Jory, Nicole Maury, Charles Ruggles and Mari Blanchard and include stories of drama, adventure, intrigue and mystery.

For Presentation in Fall

Present plans call for a number of the Warner Bros. programs to be presented by the NTA Film Network as part of its "TV Hour Of Stars" during the coming fall season. The remaining programs will be made available to stations throughout the country on a syndicated basis. The programs were produced for television in the Hollywood studios of Warner Bros.

Whitney Shifting 'Land'

HOLLYWOOD, June 22. – C. V. Whitney has asked for and obtained from Buena Vista Distribution Co., a release from the distribution agreement for his production, "The Young Land." This agreement in no way affects Buena Vista's continuing distribution policy on the first Whitney production and release through that organization of "The Missouri Traveler."

A new distribution arrangement will be announced shortly by Arthur Wilde, Whitney general vice-president.

Virginians Set Meet Agenda

(*Continued from page* 1)

Virginia Motion Picture Theatre Association at its annual convention July 15-17, it was announced at the weekend by Carlton Duffus, secretary of the organization. The convention will take place at Old Point Comfort.

Duffus said the matter of multiple bookings was brought to the fore most recently for exhibitors in Richmond and Norfolk by the opening in that manner of the French film, "And God Created Woman." Letters of protest against showing of the film were sent to newspaper editors in Norfolk. The film has also come under attack at meetings of women's clubs in the area.

R. I. Teenagers Protest 'Sex' Films at Drive-in

Special to THE DAILY

SMITHFIELD, R. I., June 22. – A group of five teenagers entered the editorial rooms of the "Journal-Bulletin" here to protest against the "sexy" motion picture being shown at the town's only theatre, the Route 44 Drive-in.

"We can't see how adults can ban record hops and rock 'n roll and yet permit the kind of movies being shown around here lately," a spokesman said. The quintet brought with them a short statement of their views signed by 29 teenagers.

Judith Dufney, the spokesman, said they objected to a French "exploitation" film currently playing at the drive-in. "It's not fair to take away our record hops and throw stuff like that at us," she complained.

When asked why they patronize theatres playing this type of film, their answer was, "It's the only show in town." They also protested against the ads in the newspapers.

Called 'Embarrassing'

The boys in the quintet, and there were three of them, had a comment or two. "You can't take a girl to see some of these films without both of us getting embarrassed," one boy said. All five teenagers attend different high schools, all in Rhode Island.

Joseph A. Pizzi, manager of the drive-in expressed surprise when informed of the protest.

"Our policy has always been to cater to the family trade," he said. "We have to. After all, a family comes in and spends a buck or two at the snack bar. The kids sometimes buy a cup of coffee. But sometimes we have to turn to foreign films because Hollywood isn't making enough product to fill our bookings."

Fla. Senator Will Seek Law Vs. 'Smutty' Films

Special to THE DAILY

WEST PALM BEACH, Fla., June 22.—State Senator Fred O. Dickinson, Jr., approving a move which started here a few days ago to clamp down on showing of "smutty" movies, says he will seek legislation to stop the practices.

Lake Worth Mayor Robert T. O'Connor blasted the showing of "sexy movies" in Lake Worth and called for organization of a Florida board of review to handle the program.

Senator Dickinson, praising Mayor O'Connor for his stand, said: "At the request of juvenile authorities in Palm Beach County I have personally investigated the recent running in a local public theatre exposing the activities of a nudist colony."

Blames Newcomers

He added: "The influx of population in Florida cannot help but bring about unhealthy situations caused by a few unscrupulous and unwanted characters who have moved here and have no interest in the welfare of the community and state—and who apparently have no knowledge of the drastic effect of their activities on the current increase in juvenile delinquency."

Both Mayor O'Connor and the parent groups were quoted as saying that when they protested against the smutty films, they were told the pictures conformed to New York State requirements, which are acceptable in Florida. The latter has no board of review.

Hearing Aug. 4

(*Continued from page* 1)

Grove, which it once divested under the Paramount Consent Decree, to replace the Rialto Theatre there which burned down. Earlier this year it maintained it could do this without court approval, and the Justice Department sought an injunction.

In March Judge Palmieri enjoined AB-PT from reacquiring the Grove without court approval but did so without prejudice to the firm's right to petition the court for permission on a showing that the acquisition would not prejudice competition. It was the first time that a Federal court had refused the application of a divorced circuit to acquire a theatre property and also the first time that Justice had opposed such a petition.

Ruling Awaited

Meanwhile AB-PT is awaiting a ruling by the Supreme Court on its request that the court say that it and other circuits affected by divestiture decrees can without court approval acquire theatres to replace ones lost through accident or commercialization.

The court has only about two or three more decision sessions this year. If it doesn't act on the AB-PT appeal by then, action will be delayed until October.

15 Film Courses

A total of 15 evening session courses in film-making for amateurs and professionals will be offered during the fall term by City College's Institute of Film Techniques, it was announced here by Yael Woll, director of the institute.

Television Today

IN OUR VIEW

THERE IS considerable food for thought, and soul-searching as well, in the situation which arose recently when the American Broadcasting Company cancelled the Mike Wallace television interview with Henry Cabot Lodge, United States Ambassador to the United Nations. The reason for the sudden cancellation, as explained by ABC, was that Mr. Lodge had insisted on certain deletions in the program, and these, said the network, constituted "editorial censorship" in violation of company policy.

The program is produced jointly by Newsmakers Productions and The Fund for the Republic, and appears under the general heading "Survival and Freedom." The particular Lodge show was to have been the eighth in a series of 13 programs. Immediately following the cancellation action, Dr. Robert M. Hutchins, president of the Fund, rushed to the barricades, vigorously protesting the network action. He declared the program was educational in nature and that previous programs in the series had been revised with network approval.

•

Mr. Lodge, in the interview, had expressed the general view that the United States should give up the idea of winning popularity abroad and should instead seek international respect. John Daly, in his capacity as ABC vice-president in charge of news, public affairs and special events, said that such editing of public information programs as was intended here was contrary to company policy "except in instances of libel, slander, bad taste or the national security." He said that in view of the fact that the program had been prepared several days in advance of the telecast, the company had agreed it could be reviewed "in the light of events as of the day of the telecast."

Mr. Daly said that the company had agreed to one deletion after reviewing Mr. Lodge's request for cuts "in the public interest," but with respect to other deletions sought "ABC could not agree that national security and the public interest were involved," and so the program was cancelled.

•

In some ways the affair resembles the proverbial tempest in a teapot, and yet there are implications of importance and significance involved. However, one thing should be clarified, speedily. Dr. Hutchins contended that in previous interview telecasts the material had been altered in some degree at the request of the personalities interviewed and in the presence of representatives of the ABC legal and press departments. In addition, he said, the procedure followed was agreed to by Oliver Treyz, head of the TV network. Now, he contends, Mr. Daly undertakes to rule in such a matter. The extent of such authority must be clearly defined in order to avoid similar incidents in the future.

•

It is quite true that the networks have every right to be jealous of their right to telecast what they think should be sent out, as long as the basic tenets of good taste and public welfare are adhered to, but it does seem that in the case of a public figure, as in the instance here under discussion, a degree of latitude in reviewing the material might have been in order. In cases of this sort, it would appear that each should be handled on its merits and that too jealous guarding of TV network, prerogatives might be less than the best procedure in the long view. A little common ordinary horse sense goes a long, long way in many of these situations.

—Charles S. Aaronson

Who's Where

Michael J. Minahan has been appointed budget officer of the ABC Television Network, it was announced by **Simon B. Siegel**, financial vice-president of American Broadcasting-Paramount Theatres, Inc. Minahan, formerly business manager of the ABC Radio Network, will report jointly to **Oliver Treyz**, president of the ABC Television Network and to **Siegel**.

☐

Appointment of **Bob Fierman** as sales and client relations representative for the commercial and industrial division of MGM-TV was announced by **Bill Gibbs**, director of the Metro Tele-blurb Department. Fierman, who will headquarter at the MGM Culver City Studios, has for the past two years been a commercial producer for the Ziv-TV Hollywood office.

Guild Films Profit $261,621 in 6 Months

Guild Films, Inc. had a net profit on operations before Federal taxes of $261,621 for the first six months of the 1958 fiscal year. John J. Cole, company president, in making the weekend announcement stated that during the first quarter of the fiscal year the company had shown a loss of $318,011 which had been wiped out by the profits earned during the second quarter.

A comparison of gross film rental income between the first six months of 1957 and 1958 shows an increase of $778,746. However, the net profit before taxes in 1957 is $452,383 as against $261,620.

National Pre-Selling

ANDRA GILES, "whose inner drive for public acclaim parallels Jayne Mansfield's" is analyzed pictorially in the June issue of "Life." She has signed contracts to appear in nine motion pictures, reports "Life." The article gives her a hygienically clean start. To support Sandra's soapy philosophy the article has photos of some of the screen's most popular heroines, namely, Joanne Woodward, Ava Gardner, Lana Turner, Olivia De Havilland and Paulette Goddard.

•

"McCalls" sent Harrison Kinney to Munich, Germany, where the studio and falconry scenes for "The Viking" were being filmed. For the June issue he interviewed Kirk Douglas who is both star and producer for this saga of a thousand years ago, when Norsemen used to raid the British Isles. Douglas tells about the fleet of Viking ships built in Norway and the erection of a Viking village. The interview is illustrated by a photo made on location of Janet Leigh during an emotioned scene taking a sizable bit out of Kirk Douglas's forearm.

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The readers of "The Saturday Evening Post's" June 21 issue have a hearty laugh coming their way when they turn to page 99. At the bottom of this page there is a laugh provoking cartoon of a car-packed drive-in theatre drawn by Al Johns.

•

"Good Housekeeping" introduces a new editorial format for the entertainment field in the July issue. The space devoted to films has been increased. In the past Ruth Harbert reviewed one picture. For the July issue she selected three films for editorial coverage: "Gigi," "Windjammer," and "The Old Man and The Sea." Production photos from each one of these films help make the new format attractive.

•

Sidney Skolsky, "Photoplay's" columnist, says in the July issue, "Clark Gable is a great actor, and he proves it in 'Teacher's Pet.' He was able to give an excellent performance, despite the fact he had to play scenes with me."

•

"The American Legion Magazine" has inaugurated a new editorial policy in relation to motion pictures. Each month a film will be reviewed and designated the picture of the month. The first one selected is "No Time For Sergeants" which appears in the July issue. This new Warner film which is now playing Radio City Music Hall was given a laudatory review.

•

Jean Seberg is pictorially profiled in the June issue of "Esquire." Eugene Cook, "Esquire's" lensman gave the article an international flavor by photographing Jean portraying Italian, French, English and German motion picture stars.

WALTER HAAS

Drive for Tax Relief Continues

(*Continued from page* 1)

suggested a technical excise tax revision bill pending in the Senate Finance Committee or a small business tax relief bill pending on the House Ways and Means Committee might later be used as vehicles for admissions tax relief.

The Senate passed a House-approved bill to continue the 52 per cent corporate tax rate and current excise rates on liquor, tobacco, and autos, adding only two amendments to repeal the transportation taxes.

All Proposals Rejected

All other excise cutting amendments, including several catch-all proposals which incorporated repeal of the admissions tax, were overwhelmingly rejected. No separate admissions tax repeal amendment was even offered.

Most observers felt that the Senate action closed the door on any major tax rate reductions this year, leaving only a small business tax measure as likely to afford any substantial tax relief.

Amendments Unlikely

With respect to Coyne's thoughts that an admissions tax amendment might be added to the technical excise tax revision bill pending in the finance committee, the committee so far has given no sign of moving this bill, and observers feel that even if the bill were moved, chances of adding tax-cutting amendments would be slim after the recent Senate votes. Moreover, if tax cut amendments were added, the bill would probably be sidetracked or vetoed by Congressional leaders, since the legislation is not a "must" bill as is the corporate rate extension.

Isaacs Honor Guest At Farewell Luncheon

Industry friends of Phil Isaacs, resigning assistant eastern sales manager of Paramount Pictures, gave a luncheon in his honor Friday at Jack's Restaurant here. Isaacs, who will become general manager of the Jack Fruchtman Management Corp. of Baltimore, Md., on June 30, received a gold watch and a scroll of appreciation from the luncheon group.

Present were: Hugh Owen, Sidney Deneau, Myron Sattler, Nat Stern, Jack Fruchtman, Morris Mechanic, Sala Hassenein, Al Sicignano, Archie Barish, Ben Joel, John Murphy, Frank Marshall, Ed Fabian, Jack Harris, Max Fellerman, John McKenna, Bernie Brooks, Alvin Geiler.

Also, Joe Ingber, John Wenich, Al Fitter, George Trilling, Bernie Meyerson, Sid Cooper, Alex Arnswalder, Lou Wollff, Dan Ponticelle, Al Bollenger, Abe Dickstein, John Moore, Edmund DeBerry, Dan Houlihan, Jack Perley, Henry Germaine, Herb Gillis and Charles Goldring.

Industry And Education Films on SMPTE Agenda

Films and television in industry and education will be the theme of the 84th semi-annual convention of the Society of Motion Picture and Television Engineers. The meetings are set for Oct. 20-24 at the Sheraton-Cadillac Hotel in Detroit, according to an SMPTE bulletin released at the weekend.

Session topics will cover a large variety of subjects, it was stated. Papers are now being lined up by program chairman C. E. Heppberger, working with paper committee chairman Ben Plakun and editorial vice-president Glenn Matthews.

An integral part of the program will be an equipment exhibit to be supervised by Kenneth M. Mason of the Eastman Kodak Co., Chicago.

Columbia Duo Off to Big Start in New England

Columbia Pictures reported at the weekend that its double-bill combination of Hammer Films' "The Camp on Blood Island" and "The Snorkel" was a big success throughout New England in all types of situations. Top opening day figures were equalled or bettered on second days in most houses, Columbia said.

Three-Day Total in Boston

Only three-day figure from the territorial saturation was the $6,293 at the Pilgrim in Boston. Two-day totals included Springfield, Arcade, $1,053; Lawrence, Merrimac Park, $842; New Bedford, Empire, $843; Salem, Paramount, $1,213; Worcester, Plymouth, $1,499; Lynn, Capitol, $1,071; Provirence, Albee, $3,083; Waterbury, Loew's, $990.

Felder and Wernick Buy Out Famous Pictures

Joe Felder and Irving Wernick, veteran film distributors here, announced that they have purchased from Harry and Sam Goldstone their Famous Pictures Film Exchange.

Felder and Wernick have changed the name of the company to Famous Exchange, Inc., and will, under an agreement reached with Astor and Dominant, continue releasing Astor as well as Dominant feature product.

Harry Goldstone, founder of Famous, will leave for Florida this week.

Schine Office Moved

The New York offices of Schine Enterprises, including the theatre division, hotels, radio station and real estate operations, have been moved from the Empire State Building to the new building at 375 Park Avenue. The Schine headquarters are now located on the 11th floor of the new building. Home offices for the theatres are located in Gloversville, N. Y.

PEOPLE

Arnold L. Jordan, formerly of Star ley Warner Management Corp. an Distributors Corp. of America, ha joined the Island Theatre Circuit her as buyer and booker. He replace **Sidney L. Klein**, who is leaving t return to private law practice.

□

Roger Barnett, in charge of motio picture advertising for "Good House keeping," is the recipient of th Hearst Magazines' first prize of $10 for employee suggestions. He evolve a plan for locating quickly any pas advertisement in the publication.

□

Vincent G. Trotta, Jr., son of th well known industry art director an dean of judges for the Atlantic Cit Beauty Pageants, has been name dean of men at Hartwick Colleg Oneonta, N. Y. The 32-year-old edu cator received his master of educatio degree from Springfield Colleg Springfield, Mass., recently and wi take up his new position followin a visit with his parents.

□

A. F. Braeunig has resigned as of fice manager and booker in Clevelan for Distributors Corporation of Amer ica to join the Buena Vista exchang there as manager and auditor, suc ceeding **T. L. Irwin**, resigned.

□

Charles Lowe, Hartford distric sound engineer for Stanley Warne Theatres, has resigned, with futur plans to be announced shortly.

□

Norm Livingston, formerly in man agerial posts with Loew's Poli-Nev England Theatres and now M-G-M press representative, based at Dallas has become a Texas boxing judge.

□

Marie Pinkston, formerly booker fo Republic Pictures in Atlanta, ha joined Capital Releasing Co. there i the same capacity.

□

Ellis Lewin, Warner Brothers book er in Cleveland, has resigned to g into the automobile repair business.

□

William Tytla, long active in th animated cartoon field, has opene his own studios here to make animat ed as well as public relations and en tertainment films.

□

Theodore Moisides is the new as sistant to **Paul Laube**, manager of th Stanley Warner Ritz Theatre, Albany N. Y.

□

Rufus Blair, for 24 years Paramour national press contact man, art edito and publicity writer, has resigned h post at the studio to launch his ow publicity bureau.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 122 NEW YORK, U.S.A., TUESDAY, JUNE 24, 1958 TEN CENTS

EDITORIAL

An Honor Deserved

By Sherwin Kane

FORTY-ONE New York metropolitan area theatre managers were honored at a luncheon in the Hotel Waldorf-Astoria here yesterday for their work in the 1958 Brotherhood campaign and the results it produced. The honors, and the U. S. Savings bonds presented to each, were well deserved.

The group led the metropolitan area just as their area led the nation in the industry's annual campaign for the National Conference of Christians and Jews. The metropolitan area raised almost $35,000, or 58 per cent of the national total in this year's campaign, which was conducted last February.

•

As Harold Rinzler, metropolitan area exhibitor chairman, pointed out, their task was made no easier by the spotlight which was being thrown on the business recession at the time of the appeal for funds for NCCJ. Nor were they helped by the heavy snow storm which occurred here during the week, keeping many from attending theatres who normally would have been among their patrons.

It was pointed out, too, by Rinzler that the task of producing a substantial amount from contributions made up in the main of pennies, nickels and dimes is a far different and far more difficult one for the neighborhood theatre manager than it is for the executive who contacts corporate donors and wealthy individuals for contributions to celebrated humanitarian causes, with many of those approached numbered among the solicitor's personal friends and business acquaintances.

•

The 41 who were honored yesterday—their names appear in a separate news story in this issue—are a credit to their theatres and to this industry which characteristically cooperates so willingly with every worthwhile cause for which its help is sought.

They are good examples, every one, of the type of theatre manager who, by identifying himself and his theatre with his community or neighborhood, serves not only the cause for which he labors but his employer and his industry, as well.

We venture to say the earnings of their theatres rank high, also, in their companies' operations.

Honor 41 Metropolitan Managers for Brotherhood Campaign Achievement

Forty-one theatre managers of the New York metropolitan area were honored at luncheon at the Waldorf-Astoria Hotel here yesterday for outstanding results achieved by their theatres in the 1958 Brotherhood Campaign, which was conducted last February.

Harold Rinzler, who served as exhibitor chairman for the metropolitan area in the campaign, presided at the luncheon at which U.S. Savings Bonds were presented to the 41 honor guests. Alex Harrison, 20th Century-Fox domestic distribution chief, who

(*Continued on page* 4)

21 Inducted into Para. '100 Per Cent Club'

Paramount Pictures has added 20 members of its domestic distribution outlet and one field merchandising representative to the company's "100 Per Cent Club," George Weltner, vice-president in charge of world sales, announced here yesterday. The honor is given annually to employees of the Paramount field forces whose work was consistently outstanding through the preceding 12 months. The honor group was established by the company 33 years ago.

Three inductees from each of six

(*Continued on page* 2)

Skouras Will Speak at Film Council Luncheon

From THE DAILY Bureau

WASHINGTON, June 23. – Spyros P. Skouras, president of 20th Century-Fox, will discuss "The Future of the Movies" at the annual luncheon June 30 of the Motion Picture and Television Council of the District of Columbia.

Skouras will also be presented with a bronze plaque for "serving with international distinction as a motion picture executive and philanthropist," Council president Virginia Rollwage Collier announced.

Sees New U.K. Audience Of Up to 6,000,000

From THE DAILY Bureau

LONDON, June 23.—A new potential audience of five to six millions for the cinema was forecast by Ernest Pearl, managing director of Pearl, Dean and Youngers, when he spoke on screen advertising at the CEA conference in Bournemouth recently. This was the figure of young people

(*Continued on page* 4)

Embassy Trial Hears Of Ticket-Price Fixing

Special to THE DAILY

SAN FRANCISCO, June 23., – A statement to the effect that the independent exhibitors who wanted to show second-run films between the years of 1939 through 1946 had to comply with fixed admission schedules or pay the penalty of waiting half as much time again for the availa-

(*Continued on page* 3)

Nova Scotia Grosses on Upswing Despite Decline in Attendance

Special to THE DAILY

TORONTO, June 23.—Theatre grosses are up in the Province of Nova Scotia, in spite of a drop in attendance for the fiscal year ended March 31. This was reported by S. A. Doane, chairman of the province's board of censors, who observed that the larger centers are showing the swing back to theatre amusements in marked fashion.

For the fiscal period attendance was at 5,959,273, which was a drop of 750,000 in comparison with the previous 12 months.

"It is to be regretted that there are not more pictures suitable for family entertainment produced, as it is noticeable that when a good picture is shown in a theatre, especially in the city of Halifax, the attendance goes back to normal and once more we have the pleasure of seeing large queues waiting for admission," Doane said in his report.

During the period under review censors looked at 1,321 new prints, of which 401 were feature subjects. One print was rejected, 18 were edited, and 124 were classified as not suitable for children.

In P.E.P. Report

Distribution Changes in U.K. Are Predicted

Major Companies Adopting 'Rationalization' Policies

By WILLIAM PAY

LONDON, June 23.—It may well be that in these days of closing cinemas and declining audiences the real "revolution" in the industry will take place in the distribution sequence. This is the main conclusion of a report on "The British Film Industry 1958" published by PEP (Political and Economic Planning).

There is a "dawning realisation," says the report, that some fundamental changes must be made if "the cinema is to survive as a major force in mass entertainment." There have already been considerable developments in screen presentation and "rationaliza-

(*Continued on page* 2)

AFM to Picket Houses Of 'Vertigo,' 'Frederick'

From THE DAILY Bureau

HOLLYWOOD, June 23. – A planned demonstration of "informational picketing" by "striking union musicians" in 20 cities where Paramount's "Vertigo" and 20th Century-Fox's "Ten North Frederick" are be-

(*Continued on page* 4)

Oil Drilling Will Start Thursday at Paramount

From THE DAILY Bureau

HOLLYWOOD, June 23.—A wildcat oil well in the heart of the Paramount studios will be spudded Thursday in a joint venture by Paramount

(*Continued on page* 4)

Television Today Page 5

PERSONAL MENTION

FRANK CAPRA, one of the international panel of judges of feature films at the forthcoming International Film Festival in Berlin, will leave Hollywood today for Germany.

•

Milton R. Rackmil, president of Universal Pictures, returned to New York over the weekend from a 10-day European business trip.

•

William Holden will return to New York today from Europe.

•

Douglas Sirk, director, will arrive in New York today from the Coast.

•

Mrs. Joseph Kaitz, wife of Warner Brothers' office manager in Denver, has given birth to a daughter, **Tammy Lynn**.

•

Maureen Kannon, television actress, will leave here today for London via B.O.A.C.

•

Walter Mirisch left Hollywood last night for New York.

Pres. Garcia Guest Of Industry Friday

From THE DAILY Bureau

HOLLYWOOD, June 23. – His Excellency Carlos P. Garcia, president of the Philippines and Mrs. Garcia, will be guests of the Association of Motion Picture Producers at an industry luncheon in his honor in the Beverly Hilton Hotel on Friday, following a tour of the 20th Century-Fox studios, where he will be greeted by Buddy Adler and other industry executives and stars.

Eric Johnston, president of the Motion Picture Association of America, will accompany President Garcia and his party on their Hollywood itinerary. Y. Frank Freeman, AMPP board chairman, and Johnston will preside at the luncheon, which will also be attended by Gen. Carlos P. Romulo, Ambassador of Philippines, and Mrs. Romulo, among other Philippine officials in the president's party.

Arnall in Hollywood

HOLLYWOOD, June 23. – Ellis Arnall, president of the Society of Independent Motion Picture Proucers, here for a week of meetings with the executive committee and various members, will preside at a luncheon meeting of membership Thursday in the Beverly Hilton.

Changes in U.K.

(*Continued from page 1*)

tion" policies are being adopted by many major companies. Now there are an increasing number of examples of films being shown outside the normal pattern, and a substantial trend in this direction may already have started.

From 26 to 17 Million

Commenting on the "critical fall" in cinema attendances, the report points out that average weekly attendances have dropped from 26.3 million in 1951 to 17.6 million in 1957, when gross takings were the lowest they had been since 1942. The chief "enemy" of the cinema in recent years has been television and its spread across the country. But serious as the effect of television has already been on cinema attendances, that effect is far from being spent. Television is still growing and the industry has not yet encountered the full strength of its competition. PEP considers it is perhaps not unduly pessimistic to suggest that the stabilisation point for cinema attendances may not reach much above 12 million a week.

Exhibitors' difficulties, the report continues, have been such that over 650 cinemas were closed in the six years from 1952 to 1957, and net closures amounted to some 450 cinemas. Even with the entertainments tax reduction many exhibitors will still find it difficult to make a profit

Government Aid at Maximum

In the field of film production, although losses no longer run into millions of pounds, there is still news of unemployment and financial difficulties. Government intervention to assist British producers has now practically reached its furthest point: The National Film Finance Corporation is virtually permanent, there is statutory financial aid to producers through the British Film Fund Agency, and the exhibitors' quota will undoubtedly be continued after its present expiration in 1960.

On distribution the report says an interesting feature is the increase in the number of British films handled by the American companies—from 11 in 1951 to 35 in 1958. Seven major American companies distributed 43 per cent of all long films, both British and foreign; the eighth American company, Universal-International, had the majority of its films distributed by Rank.

Install Mrs. Ehrlich

PHILADELPHIA, June 23.—Mrs. Charles Ehrlich was installed as president of the Variety Club's Ladies' Auxiliary at a luncheon in the Barclay Hotel. Mrs. Robert Hanover, outgoing president, was the installing officer.

Brenon, Early Director, Dies at Age of 78

From THE DAILY Bureau

HOLLYWOOD, June 23. – Herbert Brenon, 78, pioneer film director who in the days of silent pictures often was listed with Cecil B. DeMille and the late D. W. Griffith as "The Big Three" of filmdom, died yesterday at his home. Services were being planned today.

Brenon directed such famed actors as Mary Pickford, Pola Negri, Theda Bara, William Farnum, Lon Chaney and William Powell. He was credited with discovering Bert Lytel, Richard Barthelmess, Mary Brian and Esther Ralston.

Native of Ireland

Born in Dublin, Ireland, he began his career as a stage call boy in New York in 1898. He worked in traveling and stock companies and teamed with his wife, the former Helen Oberg, in vaudeville. In 1909 he became a scenario writer with the old Imperial Company, for whom he later directed films.

During his long career Brenon worked for Universal, Selig, Lubin, Vitagraph, Kalem, Fox and United Artists. In 1934 he went to England to direct for British studios.

One son, Dr. Herbert C. survives.

Chicago Tribune Prints Less-Than-Page Color Ad

Special to THE DAILY

CHICAGO, June 23.—The first color advertisement to be included in the motion picture directory of a Chicago newspaper was published Friday by the Chicago Tribune. The advertisement was a red-and-black announcement of Starlite Drive-In's showing of "Noah's Ark." It was the first motion picture color ad of less than page size ever published by the Tribune.

Chicago showings of motion pictures have been announced by Tribune color ads in the past. However, former ads have been full-color, full-page advertisements.

Continental, Romulus in Co-Production Deal

Details of a co-production, co-financing deal between Continental Distributing and Romulus Films, concluded in Europe recently by Walter Reade, Jr., and Irving Wormser of Continental will be discussed by the two at a press conference in the company's offices here this morning.

Also to be discussed are details of financing arrangements completed with Bankers Trust Co., the acquisition of seven films abroad for distribution here and Continental's sales reorganization policy.

21 Inducted

(*Continued from page 1*)

sales divisions, two from the New Yor branch and Robert Bixler, merchandi ing representative in Dallas, compris the 21 honored. Sales departmer members named were:

Eastern division—Wendell F. Cle ment, salesman, Boston; Bernard Gof fin, booker, New Haven, and John Serfustino, head booker, Buffalo.

Southeastern division — Milton T Aufdemorte, Jr., salesman, New Or leans; Clyde J. Daigle, booker, New Orleans, and Walter E. Mock, sales man, Jacksonville.

Mid-eastern division — James E Brunetti, head booker, Cincinnati John E. Kane, salesman, Philadelphia and John R. Kirschbaum, salesman Cincinnati.

New York branch—Francis J. Pat terson, booker, and Lou C. Wechsler salesman.

Mid-western division—John J. Gen tile, salesman, Detroit; Thomas W Oaks, booker, Indianapolis, and Roderick P. Stevens, salesman, Chi cago.

Southwestern division — Madee M Bradley, booker, Dallas; James E Devlin, salesman, Kansas City, and Gerald W. Haile, salesman, Dallas.

Western division—Eugene L. Jones salesman, Salt Lake City; James U Merry, booker, Los Angeles, and Arnold C. Shartin, salesman, Los Angeles.

Clement, Brunetti, Gentile, Jone and Shartin were "100 Per Cent Club" members in previous years.

DeMille in Hospital

HOLLYWOOD, June 23.—Cecil B DeMille is in Cedars of Lebanon Hospital for treatment of a virus infection. The producer, who is 77 years old, had been ordered to bed at his home when he first became ill last week. His physician said he was moved to the hospital on Sunday night for observation and tests.

New Drive-in in Conn.

NEW BRITAIN, Conn., June 23. – George LeWitt, pioneer New England exhibitor, is completing a 1,500-car-capacity drive-in thearte, as yet unnamed, on Route 5 in the Beckley section of Berlin.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center • CI 6-4600
"NO TIME FOR SERGEANTS"
Starring
ANDY GRIFFITH
A Warner Bros. Picture
and GALA NEW STAGE SPECTACLE

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, puhlished daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Suhscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

PEOPLE

Eric Johnston, president of the Motion Picture Association of America, delivered an address on foreign policy last night at the Zonta International Convention held at the Waldorf-Astoria here.

□

Charles Michael Douglas Graham, son of **Russell Graham,** who is a theatre owner and industrialist in Jamaica, has written a thesis "Change and More Change in the Motion Picture Industry" at the Wharton School of Finance and Commerce at the University of Pennsylvania. Graham's conclusion is that while the industry is going through a period of transition it will emerge in healthy economic condition.

□

Everett Callow, returning to Stanley Warner Theatres, Philadelphia, after serving as national publicity director for Cinerama, again will fill the post of advertising-publicity director for the circuit. **Birk Binnard,** who served in that capacity in the past, has been named a S-W district manager. **Roy Roberts,** former manager of the Palace Theatre, has been shifted to the company office as assistant to Callow.

□

M. H. Fritchle has been named manager of the Cleveland branch office of National Theatre Supply Co. succeeding **Miles "Bud" Mutchler,** who will devote his time to the expanded non-theatrical activities of NTS.

□

Leonard Sampson of the Nutmeg Theatre Circuit, New Haven, Conn., has been elected to the board of trustees of New Haven's Congregation Mishkan Israel.

□

Dan Palmer has been appointed office manager and booker in Cleveland for Distributors Corp. of America. He succeeds **A. F. Braeunig,** who has resigned to join Buena Vista.

□

Joseph Steiner, president of Broad- ast Pictures, Inc., has been named motion picture consultant, with the rank of Captain, to **Col. E. H. Simon,** commanding officer of the North East egion of the Civil Air Patrol. **Stein-** will start preparations immediately for the production of a feature-length m embracing all facets of the CAP.

Circuit Executives at WB Ad Forum

James Totman and Everett Callow, Stanley Warner; Everett Seibel, Minnesota Amusement; Ernie Emerling, Loew's; Harry Goldberg, Stanley Warner.

Raymond Willie, Interstate; Charles Reagan, Greater Indianapolis Amusement; Robert J. O'Donnell, Interstate.

ADVERTISING and publicity heads of major circuits were guests of Warner Brothers yesterday at a merchandising forum on new Warner product. Jack L. Warner, president, Benjamin Kalmenson, executive vice-president; and Charles Boasberg, general sales manager, addressed the circuit leaders following a screening of "Home Before Dark." Suggestions made at the forum will be included in a final merchandising plan for the picture being prepared by the Warner advertising and publicity department. Similar meetings are planned on additional product.

One-Projectionist Plan Studied in Alberta

Special to THE DAILY

TORONTO, June 23.–An advisory board will study general provisions of the amusements act of Alberta and look into the feasibility of a requirement that a class-one projectionist be on duty at all times in certain cities.

The advisory board, chaired by Justice Riley of the Supreme Court of Alberta, also includes Lucien Maynard, an Edmonton lawyer; P. J. Gwynne, Edmonton motion picture projectionist; Douglas Millar of Taber, theatre proprietor and president of the Alberta Theatres Association; and P. L. Roebuck, projectionist from Calgary.

Suggested by Unions

The appointments follow a series of requests from the Alberta Theatres Association and unions for changes in the amusement tax and regulations governing theatres.

Set Benefit Preview of New Cinerama Picture

A benefit preview of the newest Cinerama "Cinerama–South Seas Adventure," will be held Sunday night, July 13 at the Warner Theatre, for the Herald Tribune Fresh Air Fund and the Big Brothers of America. The film begins its regular engagement two days later.

Arrangements Finalized

Frederick H. Lewis, executive director of the Fresh Air Fund and Goesta Wollin, executive director of Big Brothers of America, with headquarters in Philadelphia, said that the arrangements had been concluded with the Stanley Warner Cinerama Corp.

'Past' Here June 30

The Rank Organization's "Your Past Is Showing!" will have its American premiere at the Sutton Theatre here on Monday, June 30.

Embassy Trial

(*Continued from page 1*)

bility date, at least as far as Warner Brothers was concerned, was inserted today in the Federal Court records in the trial of the Embassy Theatre anti-trust suit.

Defendants in the $8,000,000 action being heard by Judge Edward P. Murphy since last March 24 are all of the major distributors plus National Theatres and its various divisions.

Al Shmitken, exchange manager for Warner Brothers in this territory, admitted under questioning by Embassy attorney Robert Raven that all of his firm's contracts with exhibitors included a clause that they must fix admission prices.

42 or 63-Day Clearance

In other words, as the line of Shmitken's testimony was explored, if a second-run exhibitor agreed to the Warner terms on admission prices, the usual 42-day clearance would be observed, but if not, the exhibitor would have to wait an additional 21 days before he could show the picture.

This testimony of Shmitken seemed to substantiate one phase of the plaintiff's charges of monopoly conspiracy, but Raven found the witness somewhat stubborn when asked to admit that all bookings, clearances and availabilities were centralized from either New York or Los Angeles as previously testified to by Fox West Coast Theatres bookers Charles M. Thall, now retired, and George Milner, presently occupying the same post.

Contracts in Evidence

Shmitken said this was not true, but when Raven produced into evidence Warner contracts in large quantities showing that all the deals had been consummated in Los Angeles, the witness said he had "no recollection" of such negotiations.

While Shmitken was testifying Raven had in waiting under subpoena H. Neal East, Paramount Western area manager, who, when he takes the stand, obviously will be subjected to the same line of interrogation.

'Kings' Contest Set Here

A contest in connection with the opening of "Kings Go Forth" July 3 at the Capitol Theatre here has been set with some seven radio and three television stations in the metropolitan area.

The contest will feature questions about song hits of the past associated with Frank Sinatra, star of the United Artists release.

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Restricted Film Rule Opposed in Canada

Special to THE DAILY

TORONTO, June 23. – A regulation preventing the showing of "restricted" pictures in towns where there are less than two theatres is being strongly opposed by film trade groups. The regulation, introduced by the Ontario Board of Censors, is effective July 1.

The Motion Picture Theatres Association's board of directors is making vigorous protests. A meeting of the board also decided to make plans for another approach to the provincial government for further reductions in the amusement tax.

Bingo a Factor

Bingo activity also came under scrutiny of the Association which learned that the Federal government proposes certain changes in the Lottery Act.

Oil Drilling to Start

(*Continued from page* 1)

Pictures Corp. and Union Oil Company of California. The test well will be drilled vertically to a depth of approximately 4,500 feet, using electrical equipment operating within a soundproof rig.

New Appointments Made By Empire-Universal

Special to THE DAILY

TORONTO, June 23.–New appointments by Empire - Universal Films, Ltd., have been announced by T. A. Metcalfe, managing director. Hatton Taylor, for many years an important sales executive in Canada and the USA, was placed in charge of sales and promotion for Walt Disney's product in Canada, working under Mark Plottel.

Barry Carnon, formerly manager of Toronto's Odeon, Hyland, becomes director of advertising, publicity and promotion. He will also handle TV station relations.

Empire-Universal, besides handling Universal-International, also has the franchise for Buena Vista in Canada.

Fire Damage at Drive-In

PHILADELPHIA, June 23. – Flames badly damaged the luncheonette and stockroom of the Lincoln Drive-in, located just outside the city limits. Since the projection room was not damaged, the drive-in continued its regular operation that evening. The Berlo Vending Company estimated that damages amounted to $26,000.

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Brotherhood Campaign Managers Honored

(*Continued from page* 1)

was national campaign manager, is traveling in Europe and was unable to be present.

For the first time in the Brotherhood campaigns two women managers were among the metropolitan leaders. They were Mrs. Diane Gordon of the Oritani Theatre, Hackensack, N. J., and Mrs. Beryl Warren of the RKO Greenpoint, N. Y. C.

Rinzler commended the managers, asserting that they had completed a difficult assignment in amassing the contributions they did in view of the fact that the individual sums given are in small denominations. He also commended the industry press for its help on the campaign which, he said, was "wonderful, as usual, no matter what the trade press is called upon to do."

He reported collections in the metropolitan area amounted to $34,674, compared with $36,546 last year, and recalled that during the campaign week one of the first snow storms of the winter struck the area and recession talk was at its height. The sum, Rinzler said, was 68 per cent of the national total of slightly in excess of $60,000.

Guests at the luncheon in addition to the theatre managers included Emanuel Frisch of Randforce Theatres; Sol A. Schwartz, president of RKO Theatres; Thomas O'Connor and Harry Mandel, RKO Theatres; and Charles Smakwitz, Stanley Warner Theatres.

$150 Bonds to Two

Clayton Pruitt of the RKO Albee and Irving Gold of the RKO 86th Street were awarded $150 in bonds. $100 bonds went to Fred De Angelis, Regent, Elizabeth, N. J.; Joseph Tolve, Capitol, Port Chester, N. Y.; James Fitzgerald, RKO Proctor, Mt. Vernon, N. Y.; Arthur Koch, RKO Proctor, New Rochelle, N. Y.; John Stanek, Branford, Newark, N. J.; Mrs. Gordon; Jules Daniels, Stanley, Jersey City, N. J.; Jacob Bokser, Academy of Music, N. Y. C.; Harold Graff, Orpheum, N. Y. C.

Those receiving $50 bonds were: A. E. Arnstein, RKO 58th Street; Martin Rosen, RKO Fordham; John Thomas, RKO Alden, Jamaica, L. I.; Morris Rochelle, RKO Strand and Colombia; Sam Ferstein, RKO Kenmore Louis Grossman, RKO Madison; Fre Smith, RKO Keith, Richmond Hill L. I.; Thomas Wright, State, Nev Brunswick, N. J.; Alexander Pluchos RKO Keith, White Plains, N. Y.; Edward Molteni, Capitol, Passaic, N. J. George Birkner, Fabian, Paterson N. J.; George Kemp, Montauk, Passaic, N. J.; Harry Klein, Liberty Elizabeth, N. J.; and Murray Shar State, Newark, N. J.

Awarded $25 bonds: Vincent Liguori, RKO 23rd Street; Jerome Leige RKO Castle Hill; Jack Reis, RKO Coliseum; Richard Reynolds, RKO Franklin; William Duggan, RKO Hamilton; Jack Cahn, RKO Regent Roque Cassamassine, RKO Royal Mrs. Warren; Jerome Greenberge RKO Prospect; Harold Daly, RKO Proctors, Yonkers, N.Y.; Nyma Kessler, DeWitt, Bayonne, N. J.; A Barilla, Ritz, Elizabeth, N. J.; Robert Phillips, Hollywood, East Orange N. J.; Louis E. Santeramo, State, Jersey City, N. J.; Murray Alper, Marboro, Brooklyn, and Alfred Loewenthal, Ward, Bronx.

Rename Bagnall Head Of M.P. Relief Fund

From THE DAILY Bureau

HOLLYWOOD, June 23.–George Bagnall was yesterday re-elected president of the Motion Picture Relief Fund for the third consecutive year. It was reported that 2,812 new members were added during the previous year, and an average of 536 families per month were helped by the fund.

Other Officers Named

Other officers elected were vice-presidents Albert Hilton, Otto Kruger, Sol Lesser and Valentine Davies; trustees: Leon Ames, Maxwell Arnow, John Boyle, Don Boutyecte, Ann Doran, Joseph Dill, Gordon Jones, Christopher Knopf, Lewis Meltzer, Richard Murphy, B. B. Silberberg, Al Simon, Gordon Stulberg, Wanda Tuchok and F. E. Witt.

Star Circuit Acquires Theatre from ABC

From THE DAILY Bureau

LONDON, June 23.–Walter Eckart, managing director of the Star Circuit, has taken over the lease of the Shaftesbury, Leeds, from Associated British Cinemas. The Shaftesbury seats 1,575 and was threatened with conversion when the ABC lease expired. It will now remain a cinema.

The Star Circuit, who now have 118 cinemas, already have four in Leeds. They plan to re-equip tthe Shaftesbury and reopen in September.

'Rebel' on July 1

Samuel Goldwyn, Jr.'s "Proud Rebel" will open at the Guild Theatre here on Tuesday, July 1.

New U.K. Audience

(*Continued from page* 1)

in the 16-24 age group who, statistical research showed, would be emerging between 1959 and 1963.

Spending on advertising in the cinemas was a very modest sum in relation to the total spent on all media. In Great Britain £365 million per year was spent on all media; the maximum which could be spent on cinema advertising was £5-6 million.

Pearl maintained that the public liked advertising on the screen whatever vocal minorities might say. Screen advertising was not the "culprit which was causing trouble in the industry today," he declared.

Regional Variety Meet Is Held in Cleveland

Special to THE DAILY

CLEVELAND, June 23. – International Variety officers George W. Eby, chief barker; George C. Hoover, executive director; and Ralph W. Pries held a luncheon meeting at the Tudor Arms Hotel here, last Thursday attended by the chief barkers of tents in Pittsburgh, Cincinnati, Dayton, Detroit and Cleveland. Grand Rapids, Mich., included in this district, was not represented. It was the second of series of meetings that began in New York June 17. The next meeting will be in Atlanta tomorrow, followed by one in Los Angeles Thursday, and Dallas July 1.

Principal topics at the meeting here were a forthcoming three-month national membership drive aimed to attract representatives of all entertainment fields; and announcement of an information magazine, "International Variety Barker," to be published three times a year and sent, without charge to every Variety member.

U.K. Exhibitors to Study Free Admissions to TV

From THE DAILY Bureau

LONDON, June 23. – Cinematograph Exhibitors' Association is to b represented at a meeting tomorrov called by the Theatrical Managers' Association to discuss the rapid extensio of free admissions to radio and T shows.

This follows a report by the CEA finance and management committe which states that theatre manager as well as the four theatre union are becoming increasingly concerne with this development.

See Total of Half-Million

Leading the campaign for action o these free shows is impresario Emil Littler who says that "all told, th free audience figures could add u to over one and a half million dea heads a year, all seeking star entertainment on the nod." He suggeste that, as a deterrent, these "profession free amusement seekers," should b charged at least one shilling for eac programme. The money could g says Littler, to show business charities.

AFM to Picket

(*Continued from page* 1)

ing shown, will be put into effe within the next few days, it was announced today by the internation executive board of the American Federation of Musicians meeting here.

Kenin Explains

Herman Kenin, new AFM presiden said he seeks public support again an "odious effort to defeat a lawf strike by resorting to cheap forei labor" involving the films mentione

FEATURE REVIEWS

he Bonnie Parker Story

merican-International

HARTFORD, Conn., June 23 Being released on a double-bill ith American International's "Ma-ine Gun Kelly," this particular treat-ent concerns the distaff side of nerican crime, circa 1930s. Princi-l topic is one Bonnie Parker, who tapults from waitress status in 1932 headline-commanding gun moll. e James H. Nicholson-Samuel Z. koff production was written and oduced by Stan Shpetner and di-cted by William Witney.

Dorothy Provine portrays the title le and handles said assignment en-gingly enough, although there may skeptics in some audiences that will allenge the excess viciousness at-buted to a diminutive member of e fairer sex.

At the picture's start, Miss Provine working as a waitress in a small uthwestern town. Her husband, chard Bakalyan, has been sentenced a whopping total of 175 years on nk robbery charges. The status-quo esn't appeal to this energetic, stling, red-blooded American girl d she teams up with a small-time nk, Jack Hogan, for hold-ups, at e outset. This activity eventually unges her into large-scale killing d banditry, climax of which finds l the bad 'uns (she picks up a size-le crew as time goes on) either iped out or apprehended.

nning time, 79 minutes. General assification. Release, in June.

A. M. W.

lachine Gun Kelly

merican-International

HARTFORD, Conn., June 23 Roger Corman functioned as both oducer and director of this fast-oving, entertaining melodrama re-olving around the exploits of the otorious "Machine Gunn" Kelly, nerican gangster and subject of bles, legends and folklore. A. James . Nicholson-Samuel Z. Arkoff pro-ction, it co-stars Charles Bronson n the title role), Susan Cabot, no ranger to American-International leases, and Morey Amsterdam, best own for his night-club routines, d here registering an admirable rn-about in a straight dramatic role. R. Wright Campbell's screenplay is mprehensive, compact, paced for amatic effect. Bronson, accompanied girl friend (Miss Cabot) is about hold up a small town bank at pic-re's opening. The episode comes off ns incident, and accomplice Amster-m tries to hold out on some of the oney. In a subsequent encounter ith a banking operation, the gang ns smack into trouble, one hoodlum tting killed and another injured. To p matters off, no money was taken. ang morale diminishes rapidly at is point, with threats voiced against Bronson's leadership. Turning to kidnapping, Bronson is again out-smarted by Amsterdam, who informs the authorities. Bronson kills Amsterdam at the fadeout and gives himself up to the police.

Running time, 84 minutes. General classification. Release, in June.

A. M. W.

Wild Heritage

U-I—CinemaScope

The trials and tribuations of a valiant frontier family are recounted with some excitement and a large amount of sentiment in "Wild Heritage," a film designed for the entire family. Although Maureen O'Sullivan and Will Rogers, Jr., are the stars, emphasis within the picture is on the teenagers, a fact which theatre managers might exploit for best box office results.

Among these attractive and likeable young folk, a couple of whom might very well become big names one day, are Rod McKuen, Judy Meredith, Troy Donahue, Gary Gray, Ingrid Goude (a former Miss Denmark), and Gigi Perreau, a child star only a couple of years back.

The screenplay, by Paul King and Joseph Stone, based on a story by Steve Frazee, opens as Miss O'Sullivan and her husband, Paul Birch, set out with their four children in a covered wagon heading towards the western frontier. Miss O'Sullivan is almost immediately widowed when Birch is shot down in a saloon brawl by two cattle rustlers. Nevertheless the family pushes on. Eventually they are forced to settle in a beautiful but virgin valley when their wagon breaks down completely.

The rest of the film is an episodic but genial telling of how they carve a farm out of the wilderness, how the kids learn to grow and take on adult responsibilities and how they learn to work with other farmers for the mutual protection of all. The villains of the piece are the aforementioned rustlers who turn up again when they attempt to steal Miss O'Sullivan's cattle.

Despite all the hardships, there is time for quite a bit of romance among the teenagers. Comic relief is supplied by young George Winslow, who used to be billed as "Foghorn," seen as Miss O'Sullivan's youngest son and the most inventive of the lot. Will Rogers, Jr., is a neighborhood judge who conducts a discreet courtship of the widow. Also seen in a small but effective role is real-life cowboy and rodeo star Casey Tibbs, playing, naturally, a cowboy.

John E. Horton produced and Charles Haas directed. The CinemaScope and Eastman Color photography are good.

Running time, 78 minutes. General classification. Release, in August.

VINCENT CANBY

Television Today

ATV Would Favor New Competitor in Britain

From THE DAILY Bureau

LONDON, June 23. – Competition from another commercial TV service would be welcomed by Associated TeleVision (ATV), Norman Collins, ATV's deputy chairman, told the Radio Industries Club of the Midlands in Birmingham recently.

ATV, he said, felt that another such service was the "right and proper thing" for this country to have.

Activity Profitable, He Says

The TV companies were now making substantial profits, he added. He did not think the British Broadcasting Corporation could be a serious claimant for the alternative channel, since it emphasised it was only just possible to make ends meet.

An increase in the price of BBC Licenses would be needed, with the cost going up to £7 if the BBC were to run a third channel.

Canadian Film Ind. Continues to Expand

Special to THE DAILY

TORONTO, June 23. – A further investment of $250,000 in expanding the production facilities of Canadian Film Industries here is planned, bringing the total investment since 1948 to $2,250,000, according to Arthur Gottlieb, president.

Two factors are directing Gottlieb's plans for expansion. One is discussions he has had with U.S. producers wanting to use his plant facilities. Two TV series, "The Last of The Mohicans" and "Tugboat Annie," were made at CFI by Normandie Productions. The other factor is Gottlieb's interest in making films for "Hellinger Theatre of the Air."

The company will have Canada's largest commercial sound stage, 85 by 150 feet. It will be available for rental or company use.

Who's Where

James W. Hardiman has been appointed to the newly created position of manager of exploitation, Hollywood, in the press information department of the CBS Television Network. In his new post, Hardiman will supervise and co-ordinate program exploitation and will report to **Robert F. Blake,** director of press information, Hollywood.

□

Aaron Beckwith has been appointed program sales manager of the ABC Television Network, it was announced by **William P. Mullen,** vice-president and general sales manager for ABC Television. Beckwith joined ABC-TV in August, 1957, as an account executive.

□

Donald G. Kraatz has joined Van Praag Productions, Inc., as vice-president of the Hollywood office, it was announced by **William Van Praag,** president of the company, which produces television and industrial films. Kraatz left Campbell Ewald Company to take the new position.

□

Jim Rose has joined Transfilm as a motion picture director, it is announced by **Walter Lowendahl,** president of the N.Y. TV and business film production company. Rose was previously a producer-director at Vidicam Pictures Corp. here.

ABC to Cover 'Bravados'

The American Broadcasting Company's radio and television facilities will provide national coverage of Wednesday's benefit premiere of 20th Century-Fox's "The Bravados," at the Paramount Theatre. The charity bow is being sponsored by the National Urban League. ABC will have Andre Baruch stationed in front of the theatre to describe the festivities and interview arriving celebrities from 8:30 to 9:00 P.M., E.D.T.

'Vikings' Sets Records In Chi., L.A., Minn.

Kirk Douglas' film, "The Vikings," has set all-time records for a United Artists release at theatres in Chicago, Los Angeles, and Minneapolis, William J. Heineman, UA vice-president in charge of distribution, said yesterday.

In Chicago the picture took in $73,820 for its first week at the State Lake. At the Fox Wilshire in Los Angeles it did $20,660 in three days. At the Radio City in Minneapolis the figure was $15,850 for three days, which was not only a record for a UA film but the best ever at the theatre with the exception of a film which played at advanced prices, Heineman reported.

'Gigi' To Have Premiere In D.C. Thursday Night

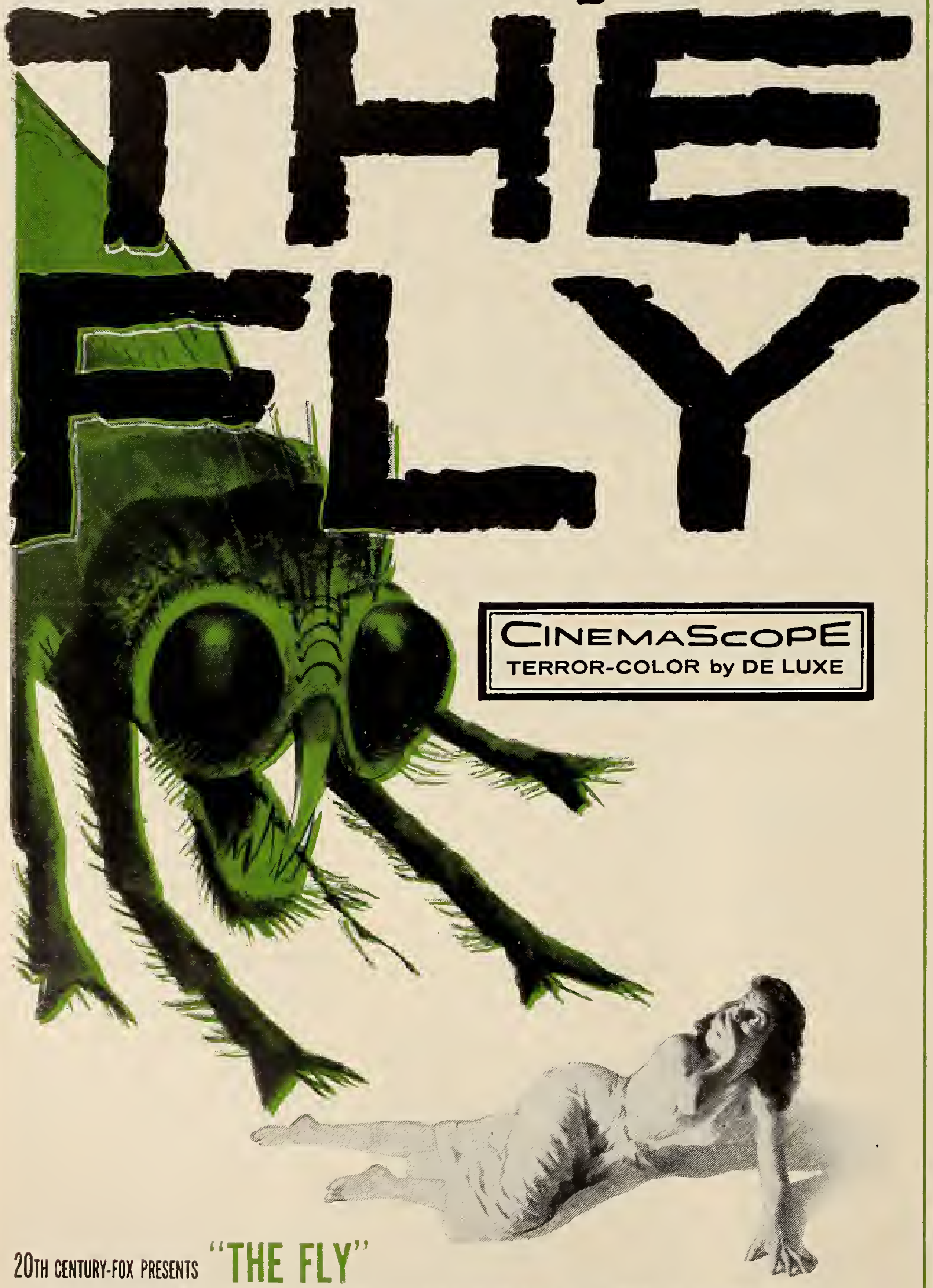
From THE DAILY Bureau

WASHINGTON, June 23. – Government, embassy, industry, and social leaders will turn out for the Washington premiere of MGM's "Gigi" Thursday night.

Among those who have already accepted invitations, according to Loew's eastern district manager Orville Crouch, are the Chief Justice of the Supreme Court and Mrs. Warren, the Secretary of Defense and Mrs. McElroy, the Attorney general and Mrs. Rogers, Senator and Mrs. John F. Kennedy, the Soviet Ambassador and Mrs. Menshikov, the Honorable Perle Mesta, and many other Senators and Congressmen.

The New Age of Horror comes in on the wings of

THE FLY



20TH CENTURY-FOX PRESENTS **"THE FLY"**

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PRODUCED AND DIRECTED BY KURT NEUMANN · SCREENPLAY BY JAMES CLAVELL

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A pressbook-full of more startling ballyhoos and stunts.

Fly high with THE FLY from 20th!

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 123 NEW YORK, U.S.A., WEDNESDAY, JUNE 25, 1958 TEN CENTS

On Friday

Call Ad Heads To Meet on B-B Program

Lazarus to Report Current Status, Prospects for Drive

Paul Lazarus, Jr., Columbia Pictures vice-president, and chairman of the operating committee of the all-industry business-building campaign, has called a meeting of the advertising-publicity directors committee of the Motion Picture Association for Friday at the Association offices here. Lazarus also is chairman of the advertising-publicity directors committee.

Although the agenda for the luncheon meeting was not disclosed, it is believed certain that the status of the business-building campaign to which the advertising-publicity directors as a group devoted so much of their time

(*Continued on page* 2)

M-G-M to Distribute 4 Films Made in Egypt

Loew's International Corp. will distribute four Arabic language features a year produced in Cairo by Al Hilal Films in a deal announced jointly yesterday by Morton A. Spring, president of Loew's International, and Pierre Zarpanely, president of Al Hilal. The deal was said to be the

(*Continued on page* 2)

Distributors Upheld in Wisconsin Fraud Suits

Special to THE DAILY

CHICAGO, June 24. – The United State Court of Appeals for the Seventh Circuit, in an opinion handed down here yesterday, upheld the claims of motion picture distributors and re-

(*Continued on page* 4)

Television Today Page 6

The Time Was 'Fitting'

Doug Edwards Finds Upbeat Phase of Industry to Report on CBS-TV Show

The brighter side of the motion picture industry as of now was presented to the public on the Douglas Edwards show over CBS-TV on Monday night, balancing the scales which had been upset by a uniformly downbeat report on the state of the industry telecast from Hollywood over the Edwards show last April 25.

The original telecast, which emphasized and pictured closed theatres turned into supermarkets and parking lots, and which used the introductory line, "The movies are broker than ever," drew vigorous and widespread protests from within the industry at the time.

CBS replied then that the more

(*Continued on page* 4)

'Rehabilitation' Plan Given Film Council

From THE DAILY Bureau

HOLLYWOOD, June 24.–A suggestion that the large film companies should once again be permitted to acquire and operate theatres is one of the principal points in a five-point program for the rehabilitation of the film industry compiled by Irving Bernstein, associate research historian at the University of California in Los Angeles. Bernstein's survey was prepared at the suggestion of the Amer-

(*Continued on page* 2)

Agree on $98,500,000 For USIA Starting July

From THE DAILY Bureau

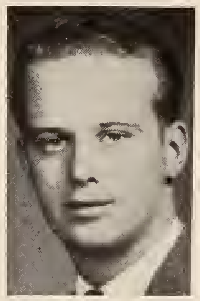
WASHINGTON, June 24.–Senate-House conferees agreed on a $98,500,000 appropriation for the U.S. Information Agency for the year starting July 1.

This would be $6,500,000 below

(*Continued on page* 2)

Rodgers on Hospital's Junior Committee

Thomas E. Rodgers, vice-president of Trans-Lux Corp., has been elected co-chairman of the national junior committee of Will Rogers Memorial Hospital. He succeeds David V. Picker, executive assistant to Max E. Youngstein, vice-president of United Artists.



Thomas E. Rodgers

Rodgers was selected for the Memorial Hospital post at the annual elections of the Will Rogers junior committee

(*Continued on page* 4)

Plans of UA-TV for Expansion Are Outlined

By JAMES M. JERAULD

Television production and distribution by United Artists Television, Inc., on a scale comparable to the motion picture production and distribution of the parent corporation, United Artists, is planned, according to a joint statement here yesterday at a press conference by Herbert Golden, president,

(*Continued on page* 6)

Continental Has 3-Point Foreign Film Program

Continental Distributing Co., Inc., headed by Irving Wormser as president, and Walter Reade, Jr., as chairman of the board, at a press conference here yesterday announced a three-point plan for foreign feature films.

The points are: 1. Nine additional films have been acquired for release

(*Continued on page* 2)

Report Fox 6-Month Net Up to $2.20 Per Share

Twentieth Century-Fox anticipates earnings in excess of $5,800,000, or about $2.20 per share, for the first half of the current year, according to financial district reports.

Earnings for the first six months last year amounted to $4,111,000, or $1.54 per share.

Meet Here

Allied Confers On Post-'48 Sales to TV

Adams, Dollinger, Kirsch Seek Definite Reassurances

Allied States leaders are scheduled to begin a round of conferences here today with executives of several distribution companies in an effort to determine the attitudes of major companies with respect to the sale of their post-1948 film libraries to television.

The Allied group consists of Horace Adams, Allied States president; Irving Dollinger, head of Allied's Emergency Defense Committee, and Jack Kirsch, head of Illinois Allied. The three were designated a committee to initiate the sales to TV discussions with distributors by the spring board meeting of Allied at Baltimore.

The committee's meetings will continue through tomorrow and may be concluded at a later date since the schedule of conferences still was in a tentative state yesterday and indica-

(*Continued on page* 2)

Five-Year, Live-Music Pact for Desilu, AFM

By SAMUEL D. BERNS

HOLLYWOOD, June 24.–Greater employment for American musicians is seen in the announcement today of a five-year live-music contract between Desilu Productions, Inc., and the American Federation of Musicians, made jointly by Desi Arnaz, president of Desilu, and Herman D. Kenin, president of AFM.

In a press conference at Desilu's

(*Continued on page* 6)

AFM to Picket Capitol Here Tomorrow Night

Local members of the American Federation of Musicians will place picket lines at the Capitol Theatre on Broadway tomorrow night, where Paramount's "Vertigo" is playing, as the first action here in its new "informational" picketing campaign. The AFM international executive board an-

(*Continued on page* 6)

PERSONAL MENTION

WILLIAM BRANDT, of Brandt Theatres, and Mrs. Brandt will leave New York today aboard the "Queen Elizabeth" for Europe.

•

Robert C. Rothafel, managing director of the Roxy theatre, and his family leave for the coast tomorrow. While there he will attend the National Theatres convention in Los Angeles.

•

Peter Riethof, president of American Dubbing Co., will leave New York today for Paris and London.

•

Ross Hunter, producer, will arrive in New York today from Hollywood.

•

John Dulber, vice-president of Vidoscope Corp. of America, will be married on Saturday to Sylvia Ahmed, formerly a member of the staff of Theatre Owners of America.

•

Red Doff, producer, will leave the Coast late this week for New York.

•

Irving Chazar, talent agent, will will leave New York for London today via B.O.A.C.

•

William Goetz will leave Hollywood this week for Washington, en route to Berlin.

Agree on $98,500,000

(*Continued from page* 1)

the amount the agency requested, but $3,400,000 above the amount it has this year. The House had originally voted $97,000,000 and the Senate $100,000,000 and the conferees split the difference.

Under the conference agreement, the Motion Picture Service would probably get somewhere between $5,200,000 and $5,800,00, compared with $4,909,924 this year and $6,433,700 under the original budget request.

'Dr. Laurent' Bows

"The Case of Dr. Laurent," a French film being released by Trans-Lux, had its local premiere at an invitational showing at the Trans-Lux 52nd St. Theatre here last night. At the same time doctors attending the convention of the American Medical Association in San Francisco saw the picture in its West Coast premiere at the Stage Door Theatre.

Allied Confers

(*Continued from page* 1)

tions were that all companies could not be visited at this time. Some of the executives with whom conferences were desired are out of the city and the availability of some alternates was in question, it was learned.

Adams also was anxious to conclude the conferences tomorrow if possible in order to permit him to accompany members of the board of the Will Rogers Hospital and their guests to the annual inspection of hospital facilities at Saranac Lake on Friday, and to the annual meeting of the hospital board at Edgewater Motel, Schroon Lake, N. Y., on Saturday.

Seek Definite Commitments

Objective of the Allied committee in its company-by-company conferences will be the obtaining of some definite stand on the post-'48 film sales to TV. Commitments definite enough to permit exhibitors to state in their advertising that a specific film will not be shown on television, or will not be available on TV for seven years, or 10 years, or whatever specific period the distributor will commit his company to.

Behind the Allied board's action in appointing and instructing the committee was the injurious competition of pre-1949 films on television and the certainty that sale of more recent films would be disastrous to many more theatres.

Continental Program

(*Continued from page* 1)

this year, including Jacques Tati's prize-winning color film, "My Uncle." Reade hopes to increase the total to 12 films by the end of the year.

2. A co-production deal has been made with Romulus Films of Italy.

3. Long term credit arrangements have been completed with the Bankers Trust Co.

Due to the growth of the independent distribution field within the past few years, "hand to mouth" methods can no longer be used, Reade pointed out. He cited his own experience as an exhibitor.

"Distribution and exhibition of specialized films form a vital segment of the total industry and are becoming responsible for a greater portion of the over-all gross each year," Reade said. "We believe our program will meet some, if not all, the problems."

Other pictures acquired for 1958 include "The Silent Enemy," "Angel Over Brooklyn," "Law and Disorder," "Pot-Bouille," "Premier Mai," "Priest and the Prostitute," "Living Waters," "The Mirror Has Two Faces," and "The Law Is the Law."

"My Uncle" will be released as a special attraction. The details have not been worked out yet.

'South Pacific' to Hit $3,000,000 This Week

"South Pacific" in Todd-A, now playing in only 23 theatres, will reach a box office gross of $3,000,000 this week, Martin Sweeny, Jr., general sales manager of Magna, distributors of the picture, said yesterday.

On Monday the total gross was $2,926,773, he said. The longest run is the New York engagement of 14 weeks and the shortest Seattle, where it has played three weeks. Seven additional theatres will open this week, bringing the domestic market to a total of 30.

Attendance Group for Allied Meeting Named

The national attendance committee for the 1958 Allied States convention, to be held in the Morrison Hotel, Chicago, Oct. 13 through 15, has been announced by Jack Kirsch, president of Illinois Allied, who is this year's convention chairman. Attendance committee members are charged with getting large turnouts from their respective areas to the convention, which will be held in conjunction with the Tesma-Teda trade show.

They include: Connecticut: Norman Bialek, Maxwell A. Alderman; Gulf States: Abe Berenson, F. G. Prat, Jr.; Indiana: S. J. Gregory, Roy Kalver; Illinois: Benjamin Banowitz, Abner I. Klein; Iowa-Nebraska: Al C. Myrick, H. D. Wolcott; Kansas-Missouri: Beverly Miller, Jay Wooten; Kentucky: Louis A. Arru, E. L. Ornstein; Maryland: C. Elmer Nolte, Jr., Edward F. Perotka; Michigan: Carl Buermele, William M. Clark.

All Sections Represented

Also, Mid-Central: Jeff Jefferis, Paul E. Stehman; Mid-South: Dwight F. Blissard, Edward O. Cullins; New England: Edwin J. Fedeli, Henry Gaudette; New Jersey: Wilfred P. Smith, Richard D. Turtletaub; North Central: Frank Mantzke; Ohio, Horace Adams, W. A. Carroll; Western Pennsylvania: George Stern, George Wasko; Rocky Mountain: Joe Ashby, Neil Beezley; Texas: Julius M. Gordon; West Virginia: Frank Allara, Joe Buffa; Wisconsin: S. J. Goldberg, E. E. Johnson.

'Bravados' to Bow Here With Western Motif

A colorful "Fiesta on Broadway" will get underway tonight when civic, social and entertainment world celebrities appear at the Paramount Theatre for a gala western motif premiere of 20th Century-Fox's "The Bravados" The National Urban League is sponsoring the benefit debut of the film.

Call Ad Heads

(*Continued from page* 1)

over the past two years, will be reported on and its future discussed.

The next campaign action is scheduled to be the holding of a Business-Building Day simultaneously in key cities with leading exhibitors in attendance as a final all-out means of increasing the flow of cash contributions to campaign headquarters in sufficient volume to make possible the start of the business-building program. Exhibitor cash contributions to date amount to less than $75,000, whereas their quota for the campaign is $1,300,000, based on a contribution formula of one-half of one per cent of each theatre's 1957 film rentals.

Distributors have agreed to match exhibitor contributions dollar for dollar.

'Rehabilitation' Plan

(*Continued from page* 1)

ican Federation of Labor Film Council.

Despite Bernstein's calling for the re-acquisition of theatres, the analyst re-affirmed his opposition to block booking by distributors.

Bernstein's survey also favored the freeing of blocked dollars in foreign countries, a more determined effort to develop new film stars, a revision in the U. S. tax statutes to prevent American companies from reaping any advantages from discrimatory tax arrangements overseas and a decrease in production overseas by Hollywood interests.

M-G-M to Distribute

(*Continued from page* 1)

first of its kind made by a major American film distributor and a Middle East producer.

Under the arrangement distribution will be concentrated in the 12 Middle Eastern and adjacent countries and efforts will be made to develop new markets elsewhere. The deal will run for two years.

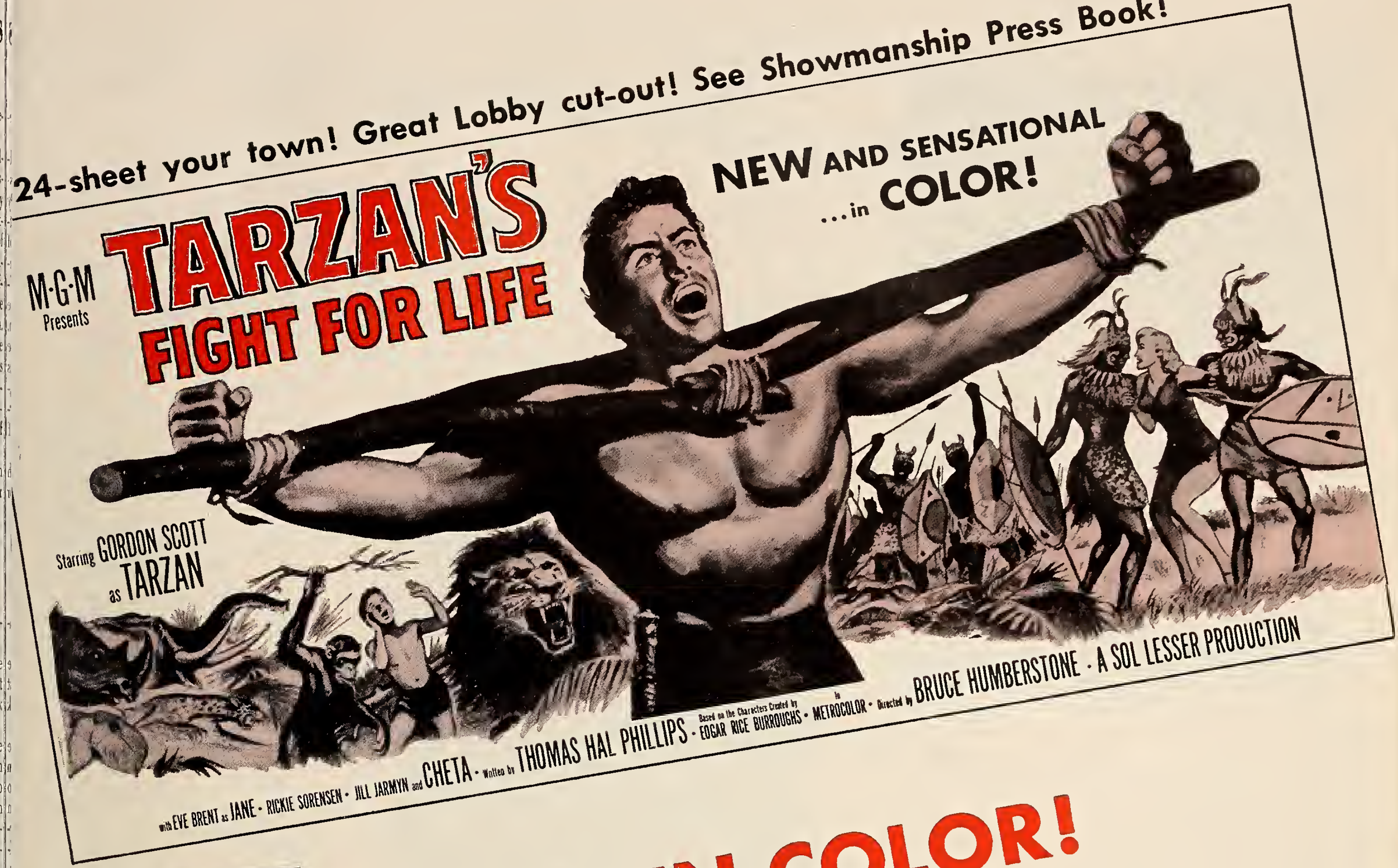
'Time' Drive Longest In History of Universal

When Universal-International opens its "A Time to Love and a Time to Die" in key cities over the Fourth of July weekend, it will bring to a climax one of the company's longest and most inclusive promotional campaigns in its history.

Promotions for the film included numerous screenings for the press and general opinion makers all over the country; several tours of key cities by the director, two stars, and others; a national TV spot campaign; magazine advertising; a sound track album and many more.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane. Editor; James D. Ivers, Managing Editor; Richard Gertner, News Editor; Floyd E. Stone, Photo Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager. TELEVISION TODAY, Charles S. Aaronson, Editorial Director; Pinky Herman, Vincent Canby, Eastern Editors. Hollywood Bureau, Yucca-Vine Building, Samuel D. Berns, Manager; Telephone HOllywood 7-2145; Washington, J. A. Otten, National Press Club, Washington, D. C.; London Bureau, 4, Bear St. Leicester Square, W. 2, Hope Williams Burnup, Manager; Peter Burnup, Editor; William Pay, News Editor. Correspondents in the principal capitals of the world. Motion Picture Daily is published daily except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Leo J. Brady, Secretary. Other Quigley Publications: Motion Picture Herald, Better Theatres and Better Refreshment Merchandising, each published 13 times a year as a section of Motion Picture Herald; Television Today, published daily as a part of Motion Picture Daily; Motion Picture Almanac, Television Almanac, Fame. Entered as second class matter Sept. 21, 1938, at the Post Office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign. Single copies, 10c.

24-sheet your town! Great Lobby cut-out! See Showmanship Press Book!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REACH FOR NEW HIGHS!

ZOOMING GROSSES!

ALL AGES LOVE IT!

NEW! SENSATIONAL!

M-G-M BACK ON TOP IN '58!

Wisconsin Suit

(Continued from page 1)

versed the dismissal on jurisdictional grounds of their six percentage fraud suits brought against an exhibitor in Eau Claire, Wisc. The court reinstated the suits for trial in the U. S. District Court for the Western District of Wisconsin.

The actions previously dismissed by U. S. District Judge Patrick T. Stone of that court had been brought by Columbia, Twentieth Century-Fox, Warner Bros., RKO, Universal and Loew's against Sheldon M. Grengs and associated individuals and corporations operating the Hollywood Theatre in Eau Claire, the Stardusk Drive-In in Superior, the Stardusk Highway Drive-In in Eau Claire, and the Granada Theatre in Duluth.

Charged State Law Violated

Defendants contended that schedules filed by plaintiffs at pre-trial showing an aggregate minimum of over $9,000 in film rentals unpaid on unreported percentage receipts, but less than the requisite minimum of $3,000 in each action, according to such theatre records as were made available to distributor counsel for inspection, clearly established lack of the requisite jurisdictional amount. They also contended that the law of Wisconsin did not permit the recovery of any additional amounts claimed by way of punitive damages in cases such as these, and that since the schedule filed for each distributor plaintiff specified less than $3,000 in actual damages, as apparent on the face of defendants' theatre records, the Federal Court had no jurisdiction.

Good Faith Stressed

Each plaintiff claimed, on the other hand, that its suit had been brought in good faith in the belief that the amount in controversy was at least $3,000; that its schedule filed at pre-trial showed only such minimum claims as were disclosed on the face of the exhibitors' available records; and that the test of Federal jurisdiction is the plaintiff's good faith as to its belief in the amount involved at the time of filing the suit, and not such amount as might ultimately be provable at trial on the basis of later developed facts. Furthermore, argued each plaintiff, its claim for punitive damages brought the amount clearly over the $3,000 minimum; that such damages were recoverable under Wisconsin law in suits of this type; and that even were the Wisconsin law debatable on this point, the Federal court had jurisdiction to decide the question.

Supreme Court Cited

In reversing Judge Stone and reinstating the suits in the Wisconsin Federal court, the opinion written by Circuit Judge Finnegan cites, among others, a number of United States Supreme Court decisions, from one of which he quoted to the effect that "the sum claimed by the plaintiff controls if the claim is apparently made in good faith. It must appear to a legal certainty that the claim is really for less than the jurisdictional amount to justify dismissal. The inability of plaintiff to recover an amount adequate to give the court jurisdiction, does not show his bad faith or oust the jurisdiction. . . . Events occurring subsequent to the institution of suit which reduce the amount recoverable below the statutory limit do not oust jurisdiction."

The argument for the distributors before the Court of Appeals in Chicago was made by John F. Whicher of the New York law firm of Sargoy & Stein, who were in association with attorneys Philip Neville of Minneapolis and R. A. Crawford of Superior. Louis B. Schwartz of Minneapolis, argued for the exhibitor, who was also represented by attorney Samuel P. Halpern of that city.

REVIEW:

Imitation General

M-G-M—CinemaScope

GLENN FORD PORTRAYS a master sergeant who impersonates a brigadier general in this William Hawks production, which is in black-and-white CinemaScope. The masquerade is made necessary by the sudden demise of the general at the beginning of the film. But that's the only tragic event that occurs. "Imitation General" is a service comedy which takes a very lighthearted approach to the business of war even though its locale is a battlefront somewhere in France during World War II and the American soldiers involved are soon in actual combat with German troops.

Screenplay writer William Bowers, working from a story by William Chamberlain, has set up two main predicaments for his "general." In the first of them Ford must endeavor to prevent an old enemy of his, an ex-sergeant for whose demotion Ford had been responsible, from exposing the deception. (There is no other officer in the territory, and Ford wants to organize the scattered U.S. forces into a unified force.) Helping the sergeant to avert discovery is his side-kick, a corporal played by Red Buttons, and a French girl in whose farmhouse they have taken refuge. The latter is played by Taina Elg.

This part of the picture reaches its high point of amusement in a scene in which Ford is almost caught in the farmhouse by the ex-sergeant and is forced to hide in the French girl's bedroom while Buttons tries frantically to get rid of the unwanted guest.

The second dilemma of the hero concerns his leading of the troops into battle, and this, too, is handled in a strictly comic way. Ford has a sign painted by a strategic bridge warning—in German—that it is mined with explosives. The ruse works, causing two enemy tanks to go around it. The Americans destroy these tanks and then two others in an unorthodox maneuver that includes jumping right onto the armored equipment and using mud to obscure all its openings!

"Imitation General" has a goodly quota of such slapstick incidents as well as some funny dialogue in a script that is not as firmly pulled together as it might have been. The film is also helped by the breezy and ingratiating playing of Ford and Buttons, the physical allurements of Miss Elg, and the competent direction of George Marshall. And it ought to be noted that the audience at a "sneak" preview at a neighborhood theatre in New York seemed to find it amusing most of the way.

Occasionally, however, laughter seemed uneasy. The plight of the American soldiers in this film is fundamentally realistic and even desperate. Playing it solely for laughs does not always work.

Running time, 88 minutes. General classification. Release, in July.

RICHARD GERTNER

Vermet Makes Tour

TORONTO, June 24. — A city-by-city tour of the Province of Quebec is being undertaken by Paul Vermet, executive secretary of The Quebec Allied Theatrical Industries.

Rogers on Committee

(Continued from page 1)

on Friday here, results which were formally announced yesterday. He will serve with current co-chairman Irwin B. Freedman, of DeLuxe Laboratories.

Rodgers and Freedman will report on the junior committee's organizational and fund-raising plans for the coming year this weekend during the annual meeting of the directors of the Will Rogers Memorial Hospital, which will be held at the hospital in Saranac Lake, N. Y.

The national junior committee, founded two and a half years ago, comprises young film executives, including the sons of a number of veteran industry leaders. The primary purpose of the group is to train new officials who will be qualified to take over the management of the Will Rogers Hospital in the coming years.

Thomas Rodgers is the son of the late William F. Rodgers, a top sales executive of Loew's, Inc. David Picker is the son of Eugene Picker, vice-president of Loew's Theatres.

Doug Edwards

(Continued from page 1)

favorable developments in the motion picture and theatre world would be reported on the Edwards program over the CBS-TV network "when the time seems fitting." Monday night, it developed, was the time which seemed fitting to CBS. The new, upbeat program went on, although unheralded to the trade in advance.

Drive-in Visited

Reporting from Hollywood, the program took the audience on a visit to a typical West Coast drive-in theatre, a modern industry development that the original Edwards program neglected to cover while reporting the decrease in the total of four-wall theatres last April.

No retraction or reference to the earlier show was made, but the new report did give the other side of the coin and was informative and upbeat.

Another feature of the modern industry covered in the Monday show but not in the original was the record-breaking gross and attendance achievements of the present-day blockbusters, and the phenomena of the increasing numbers of road show pictures. Los Angeles theatres playing such pictures as "The Bridge on the River Kwai," "Gigi," "South Pacific" and "Windjammer" were shown, and figures cited of the business being done by such pictures as "The Ten Commandments" and "Around the World in 80 Days."

The latter was described as having set a new all-time gross record, exceeding that of "Gone with the Wind."

Credit Given Weitman

Trade sources attributed CBS-TV's rounding out of the record largely to the good offices of Robert Weitman, CBS vice-president, and former vice-president of American Broadcasting-Paramount Theatres, who had been interested in the incident last April by Maurice Bergman, former motion picture advertising-publicity and public relations executive, who now is co-administrator of the all-industry business-building program and liaison for the Motion Picture Association with the program.

As a former co-worker of Weitman's of long-standing, Bergman so effectively protested the one-sidedness and incompleteness of the original Edwards program report on the industry as to win immediate assurances that corrective measures would be given consideration by top CBS executives. There soon followed the public assurances that a later Edwards telecast would cover the "plus" side of the motion picture and theatre industry "when the time seems fitting."

Stellings Had Protested

Ernest Stellings, president of Theatre Owners of America, also officially protested the April 25 program to Frank Stanton, CBS president, and in reply received assurances from John F. Day, CBS-TV executive, that the other side of the industry's story eventually would be telecast.

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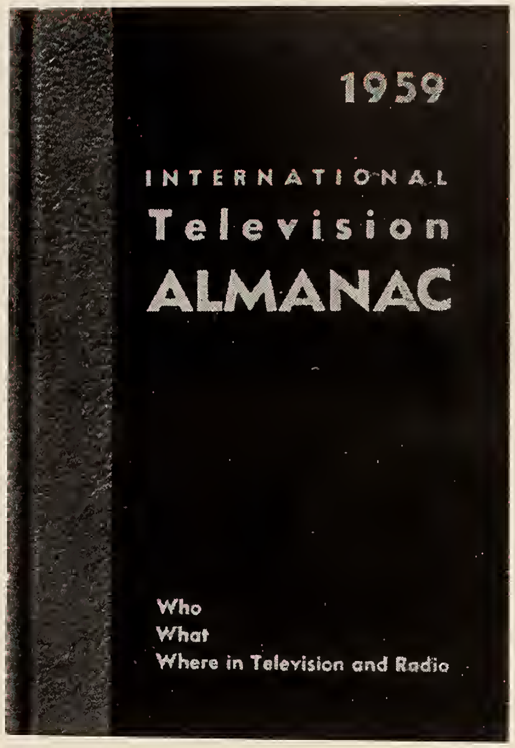
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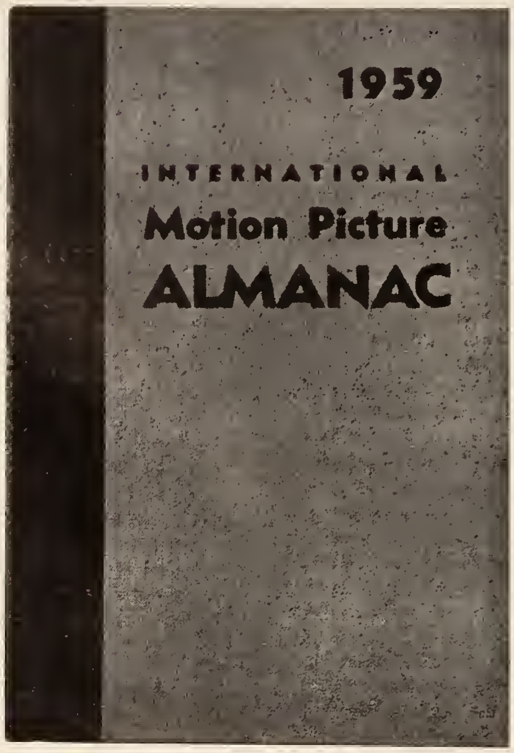
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Television Today

UA-TV Expansion Plan Told

(*Continued from page* 1)

and Bruce Eells, executive vice-president.

The announcement followed a series of meetings on both coasts with possible sponsors, ad agency representatives, and talent guild representatives. The coast meetings from which Eells returned Monday, were attended by 650 persons, he stated.

The first series will be presented as a series of 39 half-hour shows based on the Vikings theme in association with Kirk Douglas' Bryna Productions, the company which produced "The Vikings" in association with U.A. The picture was shown at the coast meetings.

These productions will be supervised by Edward Lewis, vice-president of Bryna. The ships and sets used in the production will be available for the TV series with a story range running through Viking history; it is estimated that about $300,000 worth of costumes, armor, a Viking village and other items will be available.

Dates have been set for further discussions with agency executives to discuss projects of their own. These will be presented to 19 producers now making pictures for United Artists for development.

Eells said that United Artists television will have six addition projects ready for announcement before the end of the year.

The patterns of financing and distribution used on pictures will be used in the TV presentations, with each built around a star, producer, director or writer, or a combination of these talents.

United Artists exchanges will be used for local handling of the programs.

One Man's TViews

By Pinky Herman

DAVE TEBET and Hank Sylvern will head the entertainment committee for the N.Y. Chapter of the Academy of TV Arts & Sciences. . . . Vincent Price will host the new ABC-TV series "ESP" which deals wih the mysterious "sixth sense" and skedded to debut Friday, July 11 in the 9-9:30 P.M. slot. . . . Bernie Sobel, preparing to sail to Europe to gather material for his forthcoming "Pictorial History of Vaudeville and New Theatre Handbook" will be feted by his pals at the Lambs Club tomorrow afternoon. . . . Headed by James Love, the James Love Productions have sent a location crew down to Rehobath Beach, Maryland to shoot a special "fishing fleet" commercial for Alcoa. . . . Walt Framer's new audience-participation TV package, "For Love Or Money" which bows into the 10 ayem across the board CBSlot next Monday, will be emceed by Bill Nimmo. . . . Clay Warnick has been signed to write original music and special material for the "Bob Crosby Show" which is summer-replacing Perry's Saturday NBComo-tions.

☆ ☆ ☆

Johnny Andrews

Ever since NBC brought him back to New York from Cleveland (WTAM) Johnny Andrews has been turning in a magnificent job on his own radio and TV programs. Starting Monday, the versatile Johnny adds another stint to his duties, the All-Night Deejay show over WRCA, where he'll spin platters, sing and play live, interview luminaries and keep yawners awake. . . . ASCAP-er Maurice Chachkes, composer of cheerful earful ditties including "Lucky," "Havin' A Wonderful Time," "What Makes The Rainbow?," "Now, " and "Second Honeymoon," experienced the joys of which he writes Sunday when his son Dr. Jacob Trister Chachkes married Mt. Vernon's Beauty Queen, Bette Jayne Jacobi. . . . Robert Q. Lewis wonders if those TV Westerns are planned or just dreamed up on the spurs of the moment. . . . Jimmy Dean has been CBSigned to a long termer. . . . Former husband and manager of the late Vaughn de Leath, Irwin Rose has just opened the Locke Ridge Inn at Yorktown Heights for which he's imported the maitre de and the chef from the famous Hollywood (Fla.) Beach Hotel. . . .

REVIEW:

The Case of Dr. Laurent

Cocinor Prod.—Trans-Lux Dist.

"The Case of Dr. Laurent" basically is an argument for the medical cause of natural childbirth, and whether or not it is a valid pleading is better decided by the medical profession than by the film reviewer. This much may be said of it, however; while it appears to be honest and persuasive, it doesn't bother to present any of the arguments, if indeed the medical profession has any, against natural childbirth.

While it is, in the main, inoffensive, even in the depiction of an actual human birth scene, its attitude toward illegitimacy and some of the English subtitles—it was produced in France —should limit its audiences to adults.

A story to provide a favorable setting for the arguments in favor of natural childbirth has been provided by Jean-Paul le Chanois, who also directed. It has Jean Gabin as a Parisian doctor transferring to a rural community where one of his maternity patients becomes estranged from her husband because of a difficult birth experience. Concurrently, Nicole Courcel, as an unmarried expectant mother, consults him and he influences her to have her baby by natural delivery. He begins her training to prepare her for the birth and at the same time offers lectures on natural childbirth to the townspeople.

Opposition to his teachings spreads and some of his colleagues accuse him of using his forum as a means of publicizing himself and he is directed to appear before a medical association trial board. Mlle. Courcel's delivery is due to take place at the same time. To aid Gabin's defense, she goes to the hospital where the trial board hearing is in progress and delivers her baby under her doctor's supervision in the presence of the other physicians.

The picture presents interesting glimpses of life and characters in a small French Alpine village, but despite this and good performances by all concerned, it fails to dispel an inherently clinical atmosphere which imbues it. An honest and straightforward medical argument it may be, but as entertainment it leaves much to be desired.

Running time, 91 minutes. Adult audience classification. Release, in June.

SHERWIN KANE

Trans-Lux Names Ruff

Edward Ruff, of Edward Ruff Film Associates, Boston, has been named New England sub-distributor for three releases from Trans-Lux Distributing Corp. They are "The Lovemaker," "Four Bags Full" and "The Case of Dr. Laurent."

Mrs. Adele Hart Dies

Mrs. Adele Hart, mother of publicist Jeanne Sager and mother-in-law of Jerry Sager of the Criterion Theatre here, died on Saturday in Detroit, Mich.

AFM, Desilu

(*Continued from page* 1)

Gower Street studios, Kenin declared the contract, which he said will set a pattern for the entire television industry, will have two new revolutionary concepts concerning the television trust fund, aimed at providing more employment for professional musicians:

(1) Elimination of the percentage of gross on each production, receiving instead a nominal flat fee for the fund, which will be smaller when larger numbers of musicians are used.

(2) No payment whatsoever into the fund for the first run of a television-film program. A flat fee will be charged on re-runs only, on a diminishing scale, ending completely after 50 re-runs.

The scale follows, based on the use of from six to 21 men: first re-run, $125; second, $62.50; third, $62.50; fourth, $31.25; fifth, $31.25.

The Desilu agreement calls for a 10 per cent increase in payment scales after three years, all money from reruns going into the AFM television trust fund.

Arnaz, himself a long-standing member of AFM, said the contract, which takes effect July 1, will see an overall increase in musicians' employment of from 20 to 30 per cent, and that he will spend a minimum of close to $200,000 on live music during the first year of the contract as against $7,500 for "canned music" planned previously.

AFM to Picket

(*Continued from page* 1)

nounced Monday that it had authorized the picketing at theatres across the country showing "Vertigo" and 20th Century-Fox's "Ten North Frederick."

Picket lines will be set up at theatres in some 19 other cities which were still being selected yesterday, an AFM spokesman said. Action will be restricted to first-run, downtown theatres, he added, and not extended to neighborhood engagements of the films. "Ten North Frederick" ended its first New York showing at the Paramount Theatre yesterday.

Shmitken Continues Embassy Testimony

Special to THE DAILY

SAN FRANCISCO, June 24. – Al Shmitken, local branch manager for Warner Brothers today continued his appearance on the witness stand in Federal Judge Edward P. Murphy's court in the Embassy Theatres antitrust suit against National Theatres and major distributors. After four days of questioning by Robert D. Raven, council for the Embassy, Shmitken underwent his cross examination under Charles Prael, attorney for Warners.

Shmitken explained the details of Ten-O-Win, the bingo-type game which is and was for years the Embassy's big attraction.

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 124 NEW YORK, U.S.A., THURSDAY, JUNE 26, 1958 TEN CENTS

Loew's Divorcement Date Now Set for Aug. 31, '59

Court Gives Loew's Inc. Board Sole Authority to Prepare Plan for Division Of $30,000,000 Funded Debt Among Cos.

A new date, August 31, 1959, for the final divorcement of Loew's Theatres from the production and distribution company, and basic provisions for the division of the company's funded debt were set in a court order signed yesterday by Federal Judge Edmund L. Palmieri in New York district court.

Under the order, the board of directors of Loew's, Inc., shall have "the sole and exclusive responsibility and authority" for the preparation and presentation to the court of a plan for the division of the assets and liabilities of Loew's, Inc., and of its subsidiaries, including wholly or partly owned theatre subsidiaries, between Loew's, Inc. and the new theatre company.

90-Day Court-Approval Deadline

Approval by the court of such a plan for the division of assets and liabilities no later than 90 days before the new theatre company stock is to be distributed to the stockholders of Loew's, Inc., is required by the order.

The new 1959 date supersedes previous dates set by the court in January, 1955 and February, 1957 but the order leaves the door open for another postponement "on showing of good cause." The new date, the end of the company's fiscal year, was suggested by Justice Department officials at a hearing early in May.

While provision for division of the $30,000,000 funded debt of Loew's,

(*Continued on page* 6)

Domestic, Foreign

WB Confirms Move to Coast Of Sales Dept.

Seen Sometime Between October 1 and November 1

Warner Bros. will move the headquarters of its domestic and foreign sales departments and all allied components from New York to the studios in Burbank, Calif., Jack L. Warner, president, announced yesterday, confirming trade reports that had been rumored for some time. Warner said the move would be made "as quickly as possible," and it was unofficially

(*Continued on page* 3)

Seekonk Drive-In Seeks End to Union Picketing

Special to THE DAILY

PROVIDENCE, R. I., June 25.—The Seekonk Family Drive-In, just across the Rhode Island border, has sought injunctions in Massachusetts Superior Court against the International Association of Theatre Employes to halt picketing of the premises, and also to "prevent any unlawful act which may harm business."

Attorneys for the drive-in said that

(*Continued on page* 3)

New IATSE Local Is Formed in Cleveland

Special to THE DAILY

CLEVELAND, June 25.—Richard Walsh, IATSE president, has issued a charter to the newly formed Local 818, whose members comprise motion picture publicists, including exploitation and promotion. The local will have complete jurisdiction over legiti-

(*Continued on page* 3)

Television Today Page 6

AFM Picketing Starts Tonight in 20 Cities

Members of the American Federation of Musicians will begin their "informational" picketing tonight in 20 cities across the country at first-run theatres playing Paramount's "Vertigo" and 20th Century-Fox's "Ten North Frederick." Picketing is intended to advise the public of the 18-week-old strike of the AFM against major film producers. Scores for the two pictures involved were recorded outside the United States after the union called its strike.

In New York picketing will be at the Capitol Theatre on Broadway, where "Vertigo" is playing, as re-

(*Continued on page* 6)

AMPP, AFM in Talks On Musicians Contract

From THE DAILY Bureau

HOLLYWOOD, June 25.—Exploratory discussions here on a possible contract covering musicians for motion picture films produced in United States and Canada, with the exception of Los Angeles, were held yesterday between the international board of the American Federation of Musicians and Charles Boren, labor vice-president of the Association of Motion Picture Producers. Los Angeles was not considered because of pending NLRB vote to be taken there.

House Group Approves Small Business Bill

From THE DAILY Bureau

WASHINGTON, June 25. — The House Banking Committee approved with only minor changes a Senate-passed bill to provide long-term loans and equity capital to small businesses.

The bill would give the Small Business Administration $250,000,000 to help finance special small business in-

(*Continued on page* 5)

Sparkman Rebuts Paper On Loans to Drive-Ins

Special to THE DAILY

ALBANY, June 25. — The Senate Small Business Committee cannot rule drive-in theatres eligible for Small Business Administration loans, under terms of the Small Business Act of 1953, Senator John Sparkman of Ala-

(*Continued on page* 5)

Many Films from Latin-American Countries Entered for Berlin Festival, Opening Friday

Special to THE DAILY

BERLIN, June 25.—An unusually large number of films produced in Latin American countries will be shown at the Berlin International Film Festival, which gets underway here Friday.

Entries include two each from Argentina and Chile and one each from Brazil, Venezuela and Uruguay. In addition Mexico has entered two pictures.

At the invitation of the festival committee, the United States will show "A Time to Love and a Time to Die," a Universal-International release which was photographed here. John Gavin and Lilo Pulver, stars of the picture, will attend the local premiere.

Other films to be shown at the festival include two in CinemaScope from Japan.

East, at Embassy Trial Clarifies Pooling Plan

Special to THE DAILY

SAN FRANCISCO, June 25.—Film pooling arrangements in this territory were explained today in the Embassy Theatre anti-trust suit against National Theatres and major distributors as H. Neal East, Western division manager for Paramount distributors occupied the stand all day in Federal Judge Edward P. Murphy's court.

Under direct examination by Robert

(*Continued on page* 5)

PERSONAL MENTION

FRANK A. UNGRO, executive vice-president, and R. E. WARN, vice-president, of Westrex Corp., are in Hollywood from New York.

•

IRVING SOCHIN, general sales manager for Rank Film Distributors of America, left here yesterday for Chicago and Cincinnati.

•

TOM WOOD, publicity director for UPA Films, Burbank, has arrived in New York from the Coast.

•

TED BARKER, in charge of Loew's Theatres publicity - exploitation in Cleveland, was married this week to his assistant, CLAIRE BULESKI.

•

HELEN BOWER, film commentator for the "Detroit Free Press," has left the automobile city for a vacation in Benton Springs, Pa.

•

SALVATORE CASOLARO, importer of the film version of Puccini's opera, "La Tosca," has left New York for Rome.

•

DICK POWELL, actor-producer-director, has returned to Hollywood from New York.

•

TERENCE K. KILBRIDE, son of B. L. KILBRIDE, co-owner of Kilbride Hillier Theatres, Detroit, was married there to BARBARA HELEN DONOVAN.

Cory Buys Ft. Plain Theatre; Will Renovate

Special to THE DAILY

ALBANY, N. Y., June 25.—Michael P. Cory, attorney and owner-operator of the Strand in Canajorharie, has purchased the Fort Plain Theatre, in Fort Plain, from the Fort Plain Theatre Corp. He will reopen the former Smalley house, after renovations are completed. Cory at one time managed the Strand for Kallet Theatres, of Oneida.

The three-story brick block adjoining the Fort Plain Theatre has been sold by Mrs. Hazel M. Smalley, of Cooperstown, to Harry Berry, of the former, a Mohawk Valley village.

Stamps in Denver

DENVER, June 25. — The nine theatres of the Atlas circuit here have joined other local businesses, including five grocery chains, in supplying trading stamps to patrons. The Atlas theatres are giving ten stamps with each paid admission of 50 cents or more.

TRADEWISE

By ONLOOKER

IF YOU read enough of the snobbish writing about the motion picture theatre with its popcorn aroma, crackling of candy wrappers and munching of nuts, not to mention patrons being disturbed by other patrons climbing over them getting to and from seats, as well as instances of bad housekeeping in public rooms, you are likely to forget that the revered legitimate theatre, which seems never to be similarly castigated by its worshipful writers in the public prints, also has its faults and displeases quite a few of its patrons. . . . It takes that fine actress (and good writer, too) Peggy Wood, to remind us in (of all places) the columns of "Equity," official publication of Actors Equity Association, and there's plenty of room for improvement in the policies and operations of the legitimate theatre today. Miss Wood believes that by its ticket pricing policies the thittah may be drawing "uncomfortable class lines within the theatre building itself" which could lead to "segregation through price." . . . She finds the Broadway district "cheap and tawdry, the theatres uncomfortable, with the rows of seats too close to each other, always too hot in winter and pneumonia-making in our air-conditioned summer. The bleat of the orange sellers in the intervals is raucous and the drink containers are strewn over the floors." I am, she writes, "speaking now as a theatregoer, not as a performer." The subsidized theatre in Europe, she finds, is better housed, in a better atmosphere and is available to all the people of those areas at reasonable prices. We cannot resist adding, Like motion pictures.

SUCCESS OF the current efforts to win new members for Variety Clubs from among members of allied entertainment media, especially television, radio and publishing fields, are vital to the continued existence of some tents and their magnificent Heart Projects. Exhibition and distribution have historically provided so much of the membership of local tents that the loss of members due to changing conditions in both branches of the industry has been a severe blow in a number of instances. If there is no compensating new membership recruited quickly, some tents may be unable to recover from their crippled state. International Chief Barker George Eby and his crew are out to help do a job for them.

AFTER SIGNING the order yesterday giving Loew's until Aug. 31, 1959, to complete its divorcement, Judge Edmund Palmieri began preparations for moving to the Coast where he will sit as a visiting judge in Federal court this summer starting July 7. . . . Leonard Goldenson's ABC network is willing to set up the facilities for a closed circuit conference and funds appeal for the all-industry business-building campaign, as discussed but the question remains whether enough monied circuit men, check books in hand, will appear at the regional conference rooms to make the project worthwhile. What do you think?

SPEAKING OF getting exhibition to spend money, Theatre Owners of America is having difficulty getting its members to participate in its group life insurance plan. At the rate of progress to date, it will take several more months at least to sign up the minimum number needed to effectuate the plan. . . . Robert Taplinger used a sure-fire attention getter to help Samuel Bronston's search for someone to play the role of George Washington in "John Paul Jones," now in production. He enclosed a one dollar bill with the Washington portrait centered in an envelope cut-out with his request for nominations for some one to fill the part in the forthcoming film.

Eight 'Gigi' Openings Slated This Week

Special campaigns, including a mailing program, are being used by M-G-M this week to launch "Gigi" in eight key cities. Openings started with the bow of the film at the Boyd Theatre, Philadelphia, last night.

In the mailing program, where available, lists of ticket reservations for "My Fair Lady" or for the American Theatre Society-Theatre Guild attractions are being used by special arrangements made with these groups. In other cities there have been several mailings to important local lists.

Drive Embraces Many Media

Other campaign features include screenings for disc jockies, resulting in numerous record plays of the film score over the air; newspaper and radio advertising; and billboard posting.

The other premieres set for this week include four tonight: Atlanta, Loew's Grand; Washington, Loew's Columbia; Dallas, Tower; and Pittsburgh, Stanley Warner. Tomorrow night openings are set in Detroit, Adams; Minneapolis, Lyric, and Cincinnati, Grand.

Rank Realigns Sales Supervision in East

The Pittsburgh exchange territory for Rank Film Distributors of America will be supervised by Abe Weiner, regional manager with headquarters in Boston, in a realignment announced this week by Irving Sochin, general sales manager. In addition branch manager Bert Freese of Buffalo will handle the Pittsburgh territory, under the supervision of Weiner, along with his upper New York State area.

Robert Folliard, RFDA regional manager with headquarters in Washington, will now concentrate his sales operation in the Washington and Philadelphia exchange areas.

'Time to Love' Big

"A Time to Love and a Time to Die" opened to a "near record gross" in the first day of its world premiere engagement at the Center Theatre in Denver on Tuesday, Universal-International reported yesterday. The new film took in $2,600 for the day, which approached the Denver opening grosses on "The Glen Miller Story" and "To Hell and Back," U-I said.

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. . . NEWS ROUNDUP

Dallas WOMPI Plays Host

The Dallas chapter of Women of the Motion Picture Industry on Tuesday was host at its second invitational preview for representatives of leading women's clubs of the area. The picture was "Ten North Frederick," and was shown at the 20th Century-Fox screening room.

Disney Film to Normandie

Walt Disney's "The Light of the Forest" will open in New York on July 10 at the Normandie Theatre.

Clark, Detroit, Signs 3

Clark Theatre Service, Detroit, has signed to buy and book for three more houses: the Castle Theatre, now reopening under ownership of Henry Moore, former lessee; the Parkside, also of Detroit and operated by C & C Miracle Co., and the Farr Theatre, Mason, Mich., operated by Gale Farr.

Dallas 'Twin' to Be Just That

The Twin Drive-in Theatre of Dallas will actually become a twin around July 10, when a second screen will go into operation. The theatre will have 1,300 speakers.

'Creole' Bookings at 500

With every available print "working," bookings throughout the country of Hal Wallis' "King Creole" for the July Fourth holiday will number nearly 500, Paramount said yesterday.

Baker to Manage New Loew's Miami Theatre

Donald E. Baker, manager of Loew's Orpheum Theatre, St. Louis, has been named by John F. Murphy, vice-president of Loew's Theatres, as manager of Loew's new 170th Street Theatre in Miami Beach, scheduled to open soon. He will take over from Frank Arena, who has represented Loew's during the period of the theatre's construction and furnishing. Arena will return to his post as manager of Loew's Twins Drive-In Theatres in Chicago.

Joined Loew's in 1950

Baker joined Loew's in 1950 as a floor manager, later becoming assistant and relief manager for a number of theatres in Loew's western division. Two years ago he became manager of Loew's Orpheum. William F. Cox, assistant manager of Loew's Theatre, Indianapolis, will succeed Baker in St. Louis.

WB Confirms

(*Continued from page* 1)

learned that the date will be between Oct. 1 and Nov. 1 this year.

Warner said the operational changes are aimed "at effecting the maximum efficiency in the future handling of the most ambitious program in the company's history and to insure the greatest box office potential of the outstanding properties on its roster."

Sees 'Great Opportunities'

The company head added: "Warner Bros. is the first motion picture company to realize fully that the changes taking place in the industry as a whole necessarily must bring about new procedures for expansion and diversification. At the same time we are preparing, and are alert, for future changes, and we are confident that great opportunities lie ahead for our industry and our company, provided we act aggressively and realistically."

Seekonk Drive-in

(*Continued from page* 1)

the union has demanded a contract and also dismissal of the non-union projectionist. The theatre has been picketed since the new drive-in opened a few weeks ago. The owners, Zalkind and Lepes, claim that the union does not represent any of the theatre employes.

Seek Arbitrator

Abner Kravitz, representing the drive-in, said both the union and theatre owners have agreed on referral of the case to a master appointed by the court. Hearings on the merits are expected to begin in Bristol County in about a week or ten days.

New IATSE Local

(*Continued from page* 1)

mate theatre managers and agents showing or handling motion picture road shows.

Jurisdiction also covers TV, radio and advertising agencies insofar as they involve motion pictures, and motion picture accounts. It is reported the union was formed to iron out "inequities" in the exploitation-promotion fields.

New First-Run Policy For Gran Theatres Set

Special to THE DAILY

MILWAUKEE, June 25. – A new policy has been announced for the deluxe houses of Gran Enterprises here, under which the Tower, Oriental, Garfield, Uptown and Modjeska Theatres are now booking first-run films.

Their first one is "This Angry Age," which will be followed by "Goddess From Paradise." The theatres are now featuring matinees during the summer months.

Jerry Gruenberg, booker for Gran Theatres, announced that "Around the World in 80 Days" will open at the Oriental and Uptown Theatres July 16 at advanced prices.

British Films Earn $607,684 in Japan

From THE DAILY Bureau

LONDON, June 25. – Reporting on the earnings of British films in Japan, the British Film Producers' Association just-published annual report reveals that during the past year £217,030 ($607,684) was received in London.

Remittances from Japan, says the report, have been received at monthly intervals.

During the early part of the year these were at a rate of 25 per cent of gross earnings, subsequently reduced in January 1958 to 18 per cent of gross earnings. However, during the year the Japanese Finance Ministry has permitted the release of monies held in suspense, and this resulted in a total sum of £217,030 being received in London during the 12 months.

Lion Int'l in Charge

Last month the British Commonwealth Film Corporation—an offshoot of the British Film Producers' Association and concerned primarily with the exploitation of British films in the Far East—appointed Lion International Films as managers for the corporation's operations in Japan.

Under an arrangement between the corporation and Towa Films who are the Japanese associates of the corporation, 12 British features are currently in distribution in Japan.

PEOPLE

John Roach, manager of the Stanley Warner Stanley Theatre, Philadelphia, has been discharged from University Hospital there, but will require several weeks of convalescence at home before returning to his post.

◆

John Phelan has resigned as booker in Philadelphia for Distributors Corp. of America.

◆

Nativa Roberts, who retired recently after 25 years as M-G-M booker in Cleveland, has returned to film row there as a booker for Buena Vista.

◆

Clifford Rinehart has been named manager of Hartford Operating Company's Lyric Theatre, Hartford, succeeding **Frank Ippolito**, who has resigned.

Drive-in Ticket 50 Cents

HARTFORD, June 25. – What is believed to be a new low in Connecticut outdoor theatre admission is advertising by the Clinton Drive-in, which is advertising a 50-cent admission on Wednesdays only. The normal admission rate for drive-ins in this area is from 65 to 90 cents.

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MOTION PICTURE DAILY'S BOOKING CHART

	ALLIED ARTISTS	COLUMBIA	M-G-M	PARA.	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS	OTHERS
JUNE	THE PAGANS Pierre Cressoy, Helene Remy CRY BABY KILLER Jack Nicholson, Carolyn Mitchell — 62 min. (Rev. 6/20/58) GUNSMOKE IN TUCSON (CS, color) Mark Stevens, Gale Robbins	THE LINEUP Eli Wallach, Robert Keith —86 min. (Rev. 4/30/58) THE CASE AGAINST BROOKLYN Darren McGavin, Maggie Hayes—82 min. (Rev. 5/15/58) LET'S ROCK Julius LaRosa, Phyllis Newman SHE PLAYED WITH FIRE Jack Hawkins, Arlene Dahl—95 min. (Rev. 6/5/58)	THE LAW AND JAKE WADE (CS, color) Robert Taylor, Richard Widmark — 86 min. (Rev. 6/3/58) HAUNTED STRANGLER Boris Karloff, Jean Kent — 81 min. (Rev. 6/9/58) FIEND WITHOUT A FACE Marshall Thompson — 74 min. (Rev. 6/9/58) HIGH SCHOOL CONFIDENTIAL Russ Tamblyn, John Barrymore, Jr. — 85 min. (Rev. 6/2/58)	HOT SPELL (VV) Shirley Booth, Anthony Quinn—86 min. (Rev. 5/14/58) ANOTHER TIME, ANOTHER PLACE (VV) Lana Turner, Glynis Johns — 98 min. (Rev. 4/18/58) SPACE CHILDREN (VV) Adam Williams, Michel Ray—69 min. (Rev. 6/13/58) VERTIGO (VV, color) James Stewart, Kim Novak — 123 min. (Rev. 5/12/58) THE COLOSSUS OF NEW YORK (VV) Ross Martin, Otto Kruger — 70 min. (Rev. 6/13/58)	FROM HELL TO TEXAS (CS, color) Don Murray, Diane Varsi — 100 min. (Rev. 5/14/58) SPACE MASTER K-7 Bill Williams, Lynn Thomas THE NAKED EARTH (CS) Richard Todd, Juliette Greco—96 min. (Rev. 6/19/58) DESERT HELL (Regalscope) Brian Keith, Barbara Hale —82 min. (Rev. 6/13/58) SHOWDOWN AT BOOT HILL Charles Bronson, John Carradine—71 min. (Rev. 6/10/58)	THE LONE RANGER AND THE LOST CITY OF GOLD Clayton Moore, Jay Silverheel — 80 min. (Rev. 6/3/58) WINK OF AN EYE Johnathan Kidd, Doris Dowling—72 min. (Rev. 6/6/58)	HORROR OF DRACULA (color) Peter Cushing, Melissa Stribling — 82 min. (Rev. 5/6/58) THE THING THAT COULDN'T DIE William Reynolds, Andrea Martin—69 min. (Rev. 5/8/58) THIS HAPPY FEELING (CS, color) Debbie Reynolds, Curt Jergens — 92 min. (Rev. 3/19/58)	DANGEROUS YOUTH George Baker, Frankie Vaughan — 98 min. (Rev. 5/16/58)	TERROR FROM THE YEAR 5000 (AIP) Joyce Holden, John Stratten HOT ROD GANG (AIP) John Ashley, Jody Fair HIGH SCHOOL HELLCATS (AIP) Yvonne Lime, Brett Halsey THE FANTASTIC PUPPET PEOPLE (AIP) John Agar, John Hoyt THE PROUD REBEL (BV) (color) Alan Ladd, Olivia de Haviland — 103 min. (Rev. 4/4/58) THERE'S ALWAYS A PRICE TAG (RFDA) Michele Morgan, Daniel Gelin RODNEY (RFDA) Barry Fitzgerald, John Gregson THE BIGAMIST (DCA) Vittorio De Sica, Marcello Mastroianni PLAN 9 FROM OUTER SPACE (DCA) Vampira, Bela Lugosi LIANE, JUNGLE GODDESS (DCA) (color) Marion Michael, Hardy Kruger
JULY	FRANKENSTEIN—1970 (CS) Boris Karloff, Jana Lund UNWED MOTHER Norma Moore, Robert Vaughn QUEEN OF OUTER SPACE (CS, color) Zsa Zsa Gabor, Eric Fleming	REVENGE OF FRANKENSTEIN Peter Cushing, Eunice Gayson — 90 min. (Rev. 6/18/58) THE CAMP ON BLOOD ISLAND Carl Mohner, Andre Morrell — 81 min. (Rev. 6/13/58) THE KEY (CS) William Holden, Sophia Loren—125 min. (Rev. 6/11/58) GUNMAN'S WALK (CS, color) Van Heflin, Tab Hunter—97 min. (Rev. 6/12/58) LIFE BEGINS AT 17 Mark Damon, Dorothy Johnson — 75 min. (Rev. 6/23/58) THE SNORKEL Peter Van Eyck, Betta S. John — 75 min. (Rev. 6/13/58) CURSE OF THE DEMON Dana Andrews, Peggy Cummins	GIGI (CS, color) Leslie Caron, Maurice Chevalier — 116 min. (Rev. 5/15/58) IMITATION GENERAL (CS) Glenn Ford, Red Buttons — 88 min. (Rev. 6/25/58) TARZAN'S FIGHT FOR LIFE (CS) Gordon Scott, Eve Brent	KING CREOLE (VV) Elvis Presley—116 min. (Rev. 5/21/58) ROCK - A - BYE BABY (VV, color) Jerry Lewis, Marilyn Maxwell — 103 min. (Rev. 6/5/58)	THE BRAVADOS (CS, color) Gregory Peck, Joan Collins—98 min. (Rev. 6/4/58) SIERRA BARON (CS, color) Brian Keith, Rip Jason THE FLY Herbert Marshall, Vincent Price GANG WAR Charles Bronson, Kent Taylor — 74 min. (Rev. 5/26/58) RX-MURDER (CS) Rick Jason, Marius Goring	THE VIKINGS (color) Kirk Douglas, Tony Curtis — 114 min. (Rev. 5/20/58) KINGS GO FORTH Frank Sinatra, Natalie Wood—109 min. (Rev. 6/13/58) I BURY THE LIVING Richard Boone, Peggy Maurer	A TIME TO LOVE AND A TIME TO DIE (CS, color) John Gavin, Lilo Pulver—132 min. (Rev. 4/1/58) KATHY O' (CS) Dan Duryea, Jan Sterling —99 min. (Rev. 4/24/58) THE LAST OF THE FAST GUNS (CS, color) Jack Mahoney. Linda Cristal — 82 min. (Rev. 6/19/58)	INDISCREET (color) Cary Grant, Ingrid Bergman — 100 min. (Rev. 5/28/58) NO TIME FOR SERGEANTS Andy Griffith, Nick Adams —111 min. (Rev. 5/7/58)	HOW TO MAKE A MONSTER (AIP) Robert Harris, Paul Brinegar WAR OF THE COLOSSAL BEAST (AIP) Roger Pace, Sally Fraser TANK BATALLION (AIP) Don Kelly, Marjorie Hellen THE LIGHT IN THE FOREST (BV) (color) Fess Parker, Wendell Corey —93 min. (Rev. 5/2/58) NIGHT AMBUSH (Rank F. D. A.) Dirk Bogarde, Marius Goring — 93 min. (Rev. 4/25/58) DANGEROUS EXILE (Rank F.D.A.) (VV, color) Louis Jourdan, Belinda Lee THE CAPTAIN FROM KOEPENICK (DCA) (color) Heinz Ruhmann, Hannelore Schroth THREE MEN IN A BOAT (DCA) (CS, color) Laurence Harvey, Jimmy Edwards CIRCUS OF LOVE (DCA) (color) Curt Jurgens, Eva Bartok
AUGUST	NOT SET	BUCHANAN RIDES AGAIN Randolph Scott, William Leslie TANK FORCE Victor Mature, Leo Genn	THE BADLANDERS (CS, color) Alan Ladd, Ernest Borgnine THE RELUCTANT DEB (CS, color) Rex Harrison, Kay Kendall ANDY HARDY COMES HOME Mickey Rooney	THE MATCHMAKER (VV) Shirley Booth, Anthony Perkins — 101 min. (Rev. 5/1/58)	A CERTAIN SMILE (CS, color) Rossano Brazzi, Joan Fontaine QUICK DRAW AT FORT SMITH Hugh O'Brian, Robert Evans TURN OF THE TIGER Stewart Granger, Barbara Rush VILLA (CS, color) Cesar Romero, Brian Keith FLAMING FRONTIER	THE BIG COUNTRY (Technirama, color) Gregory Peck, Jean Simmons LA PARISIENNE (color) Brigitte Bardot CHINA DOLL Victor Mature, LiLi Hua IT, THE TERROR FROM BEYOND SPACE Marshall Thompson THE CURSE OF THE FACELESS MAN Richard Anderson	WILD HERITAGE (CS, color) Will Rogers, Jr., Maureen O'Sullivan TWILIGHT FOR THE GODS (color) Rock Hudson, Cyd Charisse VOICE IN THE MIRROR (CS) Richard Egan, Julie London — 102 min. (Rev. 5/21/58)	THE NAKED AND THE DEAD (CS, color) Aldo Ray, Cliff Robertson BAD MAN'S COUNTRY George Montgomery, Neville Brand—68 min. (Rev. 5/26/58) THE OLD MAN AND THE SEA (color) Spencer Tracy — 86 min. (Rev. 5/21/58)	THE GYPSY AND THE GENTLEMAN (RFDA) (color) Melina Mercouri, Keith Michell WINDOM'S WAY (Rank F. D. A.) (color) Peter Finch, Mary Ure LISA (DCA) Maria Schell, D. W. Fischer SENECHAL THE MAGNIFICENT (DCA) Fernandel, Nadia Gray

KEY: SYSTEM: CS—CinemaScope; VV—VistaVision; (Rev.) Motion Picture Daily Review Date.

REVIEW:

White Wilderness

Disney—Buena Vista

One of the notable Walt Disney True-Life Adventure series, "White Wilderness" takes the audience in this expedition, to the frozen northern areas of North America, moving from the timber line of Canada and Alaska to the fringe of the polar ice cap. Full praise is due the intrepid crew of nature photographers who for many months stalked the animals of the north in their native habitat, for they have emerged with material which is always interesting, occasionally exciting and often amusing.

Scenically, the film, produced like so many of the others by Ben Sharpsteen, is at times superb, as the scene shifts from the rugged ice-cloaked winter to the tundra country when the brief summer holds sway. The direction and commentary both were most effectively handled by James Algar, while Winston Hibler delivered the narration. But perhaps the greatest credit is due the handful of cameramen—and one woman—who made the film possible. They were James R. Simon, Hugh A. Wilmar, Lloyd Beebe and Herb and Lois Crisler. Theirs was indeed a camera achievement. The cooperation of the Canadian Wildlife Service and other Canadian Government units in making the film is acknowledged.

Seen, and decidedly in action, are the polar bear, the king of the north; the walrus, the white whale, the musk ox, the caribou, the arctic wolf, the wolverine, and sundry other birds and animals. But there is much more here than a mere parade of animals. For in the true Disney tradition of this splendid series, has been caught the life of each of these animals, and the death of many. The bear is seen at play and stalking its prey; the walrus is caught in all its indolent hugeness; the ox in defense against the marauding wolf, and the latter ambushing and bringing down stragglers of the huge herds of caribou in their annual migration south to the warmer tundra in the winter, and north as the warm weather comes to the far north. Seen, too, is the strange phenoenon of the lemming, small rodent-like creature, which every seven or eight years, seems to overpopulate its area, and engages in a mass migration, which becomes a headlong, heedless flight which ends for most of them in the Arctic Sea. The reason is unknown, unless it be nature's way of holding down an excess of population. The wolverine, comparatively small, yet a vicious, terrible, fearless fighter, is caught by the camera in a most unusual study.

All of this, against a background of splendid northern scenery, makes of this subject a fitting companion to the earlier pictures in the True-Life Adventure series. It is in the best Disney tradition of its kind. Running time, 73 minutes. General classification. Release, in September.

Charles S. Aaronson

KEY: SYSTEM: CS—CinemaScope: VV—VistaVision: ' (Rev.) Motion Picture Daily Review Date.

Embassy Trial

(*Continued from page* 1)

D. Raven, counsel for the Embassy, East frankly admitted that from late in 1938, when Dan McLean and Lee Dibble opened the Embassy on Market Street, until March of 1947, his firm solicited no other first-run exhibitors save Fox West Coast Theatres.

This testimony seemed to confirm Raven's thinly-veiled inference that RKO, Blumenfeld and FWC theatres were not competing for Paramount product and thus keeping the pool alive. East further testified no other exhibitor tried to buy Paramount films.

Queried on 1947-1949

Raven next led East into the period of 1947 through December of 1949, the time of the divorcement by government decree of Paramount distribution and exhibition. It was true, East testified, that Paramount sold all of its first run pictures to Paramount houses, and did not even attempt to sell to Blumenfeld, RKO or FWC.

Production Increases With 37 Films in Work

From THE DAILY Bureau

HOLLYWOOD, June 25. – There was an upswing in the motion picture industry this week with the start of seven pictures and one picture completed, making a total of 37 productions in work for the week.

Two for Paramount

Started were: "Banner in the Sky," Color (Buena Vista); "Gidget," CinemaScope, and Color (Columbia); "The Angry Hills" (Metro-Goldwyn-Mayer); "That Kind of Woman," Ponti-Girosi Prods. (Paramount); "The Young Captives" (Paramount); "In Love and War," CinemaScope, DeLuxe Color, Jerry Wald Prods. (20th Century-Fox); "Man in the Net," Mirisch-Jaguar Prod. (United Artists).

Completed were: "Missile to the Moon," Layton Films (Astor).

Fall River to Name Highway for Showman

Special to THE DAILY

FALL RIVER, Mass., June 25.—The city council last night voted to name a stretch of the new highway the William S. Canning Drive, honoring the city's "Mr. Showman," who was recently made partially inactive by illness. Veteran showman Canning is head of public relations for the Yamins Theatres Circuit, who has headed many civic enterprises including War Bond rallies, Red Cross drives, Greater Fall River Develop-Corp., for the building of jobs, summer playgrounds, etc.

A Bill Canning Day is also on the agenda, with Mayor Arruda as honorary chairman, endorsed by the Durfee Boosters Club, which Canning founded. An editorial in the "Fall River News" stated in part, "the testimonial now being planned in Canning's honor is not only due—it is overdue. The entire community welcomes this opportunity to demonstrate its gratitude to one of its outstanding citizens."

House Group OK's

(*Continued from page* 1)

vestment associations. These associations, which would be organized by private individuals and groups, would in turn make 20 or 30 year loans to small businesses and would also invest in convertible debentures of small businesses. Tax advantages to the associations and their organizers are contained in a technical tax revision bill approved by the Senate Finance Committee last week.

Sen. Sparkman

(*Continued from page* 1)

bama, chairman of the Small Business Committee, said in a letter in the "Knickerbocker News" here. Sparkman wrote in reply to an editorial entitled "Drive-Ins as a Risk for Federal Loans," the paper printed recently. He said a copy of the editorial was sent to him by Philip Harling, chairman of the Small Business Administration Committee of Theatre Owners of America.

Quotes 1953 Law

"Under the 1953 statute," Sparkman said, "the Loan Policy Board of the SBA, an executive agency, determines which types of businesses are eligible or ineligible for loans. It was the SBA Loan Policy Board, composed of the Secretaries of Treasury and Commerce and the Administration of SBA, that ruled drive-ins to be ineligible for the loans.

"On the other hand," the Senator continued, "the Senate Small Business Committee has several times requested SBA to reconsider its loan policy toward the drive-ins."

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Television Today

Activities Committee Set by TV Academy

David Tebet, NBC general program executive, and Henry Sylvern, composer and conductor, who are serving as co-chairmen of the activities committee of the Academy of Television Arts and Sciences at New York, have announced the formation of the committee which will provide the social and educational program for Academy members next season.

Recently appointed to the committee are: Larry Loewenstein, director of press information at CBS; Irving Mansfield, TV producer; A. Carl Rigrod of Donahue & Coe Advertising; David Sontag, supervisor of night-time program services at NBC; and Louis Teicher, director of music operations at CBS.

Will Meet Today

The activities committee is meeting today to set up its program for the 1958-1959 season. Under consideration are a forum series on creative and technical subjects, a regular series of screenings of TV shows, membership luncheons featuring prominent government and industry figures, and social affairs.

ABC's 'Confession' to Interview Murderer

James Bell, 37, of Dallas, Tex., sentenced to execution in the Texas State Penitentiary for his second murder, will appear on ABC-TV's "Confession," Thursday, July 3, 10-10:30 P.M., E.D.T.

The program's producer and moderator, Jack Wyatt, will seek Bell's view of the forces that led to the commission of two murders, the second murder before dozens of witnesses.

Clergyman on Panel

The panelists will be the Rev. I. B. Loud, minister of St. Paul's Methodist Church, Dallas, chairman of the General Conference of the Methodist Church and a member of the board of Texas Southern University, and John W. Rice, one of the civic and business leaders of Dallas.

NBC Web Sales High For 2 Weeks of June

Mutual of Omaha has renewed sponsorship of NBC Radio's "On the Line with Bob Considine" for 52 weeks, William K. McDaniel, vice-president in charge of NBC radio net work sales, has announced. The renewal, through Bozell and Jacobs, Inc., highlights business totaling $500,000 in net revenues for the first two weeks of June.

Fisher and Gobel Get Renewals for Next Year

Renewals of "The Eddie Fisher Show" by the Liggett & Myers Tobacco Company, and "The George Gobel Show" by the Radio Corporation of America, were announced by Walter D. Scott, vice-president, NBC television network sales.

The programs, telecast in color, will continue in their alternate Tuesday evening time period (8-9 P.M., N.Y.T.) beginning Sept. 23 with "The George Gobel Show," followed by "The Eddie Fisher Show" Sept. 30.

The Liggett & Myers order for its Chesterfield Cigarettes was placed through McCann-Erickson, Inc. The RCA order was placed through Kenyon & Eckhardt, Inc.

Guest Dates Slated

The two stars will continue to exchange guest appearances on each other's program, but not as frequently as this past season. The music-comedy series will continue to present prominent guest stars each week.

"The Eddie Fisher Show" is produced by Ramrod Productions, Inc. "The George Gobel Show" is a Gomalco, Inc., production.

Survey Shows Network Audience Increasing

The trend of network television program audiences continues upward with the first five months of 1958 showing an 8 per cent increase in average evening program audiences and a 13 per cent jump in average daytime audience, according to the Television Bureau of Advertising January-May report issued yesterday.

TvB's report again verifies the constant upward trend, with the first five months of 1958 report setting new record highs. Average weekday daytime programs reached 433,000 more homes per broadcast than in 1957; and, the average increase for evening programs was 701,000 homes.

AFM Picketing

(*Continued from page* 1)

ported previously. Other cities and theatres were announced by the AFM yesterday and are as follows:

Chicago, Woods; Salt Lake City, Center; Portland, Ore., Paramount; New Orleans, Saenger; Atlanta, Fox; Boston, Metropolitan and Astor; Philadelphia, Stanley and Fox; Kansas City, Mo., Paramount; St. Paul, Palace and Orpheum; Minneapolis, RKO Orpheum; Hollywood, Paramount and Pantages; Denver, Denham; San Francisco, State; Seattle, Fifth Avenue; Pittsburgh, J. P. Harris; Milwaukee, Palace Fox; St. Louis, St. Louis; and a theatre in San Diego.

'Bravados' World Bow At Para. on B'way

A colorful "Fiesta on Broadway" attracted an ensemble of civic, social, and entertainment world celebrities last night at the Paramount Theatre here for a gala western motif premiere of 20th Century-Fox's "The Bravados." The National Urban League sponsored the benefit debut of the film.

The Trio Continental supplied music during the festivities. The theatre was decorated in a gay western theme, prompted by the rich backgrounds of Morelia, Mexico, where the picture was filmed. In addition, an array of Western and Latin American musicians, singers and dancers, entertained the arriving celebrities and the throngs who viewed the festival in the Times Square area.

2000 Set to Attend 'Night with Sinatra'

From THE DAILY Bureau

HOLLYWOOD, June 25.—More than 2,000 personalities are expected to attend "A Night With Sinatra," combined film premiere and concert benefit set for Wednesday, July 2, here. Original plans for 1,400 guests have been changed to meet the growing demand for tickets.

The first phase of the evening will be the charity West Coast premiere of "Kings Go Forth," a Ross-Eton production starring Sinatra, Tony Curtis and Natalie Wood. After seeing the United Artists release, the guests will go to the International Ballroom of the Beverly Hilton Hotel, where Sinatra will sing the songs he has made famous, backed by Nelson Riddle's orchestra. The entire evening is for the benefit of the Cedars of Lebanon Hospital's free bed program.

Vikings Arrive Here From Norway Today

Seven storm-tossed Norwegians today end their 3,460-mile trans-Atlantic voyage in a 78-foot open sailboat, The Vikings, which comes into New York harbor exactly 22 days after leaving their home port of Bergen, Norway, on June 4. The vessel is a replica of an ancient Norse craft built in Norway for Kirk Douglas' production of "The Vikings."

The crew will be taken today to Times Square, renamed Viking Square, where the picture is now playing at the Astor and Victoria Theatres.

'S.P.' Bows in Milwaukee

MILWAUKEE, June 25.—Five by seven folded invitations were sent out for the press premiere of "South Pacific," held at the Fox-Strand Theatre here, this week, by Albert P. Frank, general manager of Fox Wisconsin Amusement Corp. Miss Estelle Steinbach, manager of the Strand, greeted the guests upon arrival at the theatre.

Fox Has 7 Going in CS Based on Novels, Plays

Twentieth Century-Fox has seven major CinemaScope productions before the cameras based on five best-selling novels and two hit Broadway stage plays.

Nearing completion at the company's Hollywood studios is "The Diary of Anne Frank." The production schedule also includes "The Inn of the Sixth Happiness," "The Roots of Heaven," "Love and War," "Rally Round The Flag, Boys!" "These Thousand Hills," and "The Remarkable Mr. Pennypacker."

Loew's Date

(*Continued from page* 1)

Inc., a stumbling block in the divorce proceedings, is left entirely to the board of Loew's, Inc., the order provides that the board of directors of Loew's Theatres is "directed to transfer to Loew's, Inc., in cash or government securities, such amounts as may be necessary for sinking fund payments, redemption premiums in connection with the operation of the sinking fund, and interest payments up to and including August 31, 1959."

Board Can Make Loans

The board of the theatre company is also authorized to make loans to Loew's, Inc. provided the maturity date is no later than the date of distribution of the new theatre company stock. All amounts transferred under these provisions and any loans are to be taken into account in the division of assets at the time of the distribution of the new stock.

Originally the Loew's divorcement was to have been completed by March 8, 1957 but the company asked for and received two extensions, the last one indefinite, because of inability to reach agreement with the theatre company on the division of the parent company's funded debt, presently outstanding under an agreement with the Old Colony Trust Company, dated January 15, 1947. While the two companies were separated physically, their decree provided that Loew's should continue to hold the theatre company's stock so long as a division of the debt could not be agreed upon.

Prodded by Justice Department

At the hearing in May Department of Justice officials pressed for an order directing the board of Loew's, Inc. to proceed with plans for the division of the debt and subsequent complete divorcement.

2 Theatres Reopen

ATLANTIC CITY, N. J., June 25.—Two resort theatres have reopened for the season. The former Warner, leased to George A. Hamid since last summer, has reopened as the Warren. In addition, the Astor, completely remodeled and air conditioned, reopened under the new management of Al Myers.

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Plans Unsettled

WB Move West Stirs Mild Trade Interest

But Developments Will Be Watched Closely As Guide

Reaction in other major company producer-distributor home offices to Warner Bros. confirmation that it would transfer its foreign and domestic distribution headquarters "and component units" to the Burbank studio from New York was one of only mild interest yesterday.

The story had been rumored throughout the trade for so long that the company's statement with little other information added was regarded by many as anti-climactic.

A canvass of key offices in New

(*Continued on page* 4)

New York Gives Big Welcome to Vikings

(Picture on Page 3)

United Artists had a publicists' dream fulfilled yesterday with a spouting fireboat and whirling helicopter harbor welcome and a downtown ticker tape parade for seven hardy Norwegians who sailed a 78-foot open boat, replica of an ancient Norse vessel, 3,460 miles across the Atlantic

(*Continued on page* 3)

Nearer Than You Think, Says Arnall, of Pay-TV

From THE DAILY Bureau

HOLLYWOOD June 26.—"Pay TV is nearer than you think," declared Ellis Arnall yesterday at a meeting of members of Society in Independent Motion Picture Producers.

In making this prediction, the

(*Continued on page* 6)

Television Today

Page 6

Dr. Mayer Reports on Tuberculosis Status at Hospital Meeting Today

Special to THE DAILY

SARANAC LAKE, N. Y., June 26—Dr. Edgar Mayer, medical advisor to the board of Will Rogers Memorial Hospital and Research Laboratories, will tell a gathering of some 110 industry executives visiting here tomorrow that "apparently a dangerous over-confidence is rising in the public's thinking regarding tuberculosis and its continuing threat to the community's well being."

Those who will hear Dr. Mayer are participants in an annual inspection meeting as part of a weekend program which includes the annual board of directors meeting. Dr. Mayer will point out that "popular reports that TB can be cured, and at increasingly faster rates, is creating a fallacious belief that tuberculosis is conquered. Nothing could be farther

(*Continued on page* 4)

Exhibitor Contributions To B-B Drive Still Lag

Exhibitor contributions to the all-industry business-building campaign still are coming in at a snail's pace despite renewed urging from circuit home offices to field affiliates and from regional exhibitor organizations to members and associates.

Total cash contributions as of yesterday approximated only $75,000, with no more than $60,000 additional in what could be regarded as redeemable pledges. Distributors have agreed to match exhibitor contributions but, obviously, even should this be done the total would be insufficient to meet the $300,000 cost of the radio drive, the first phase of the b-b program.

AFM Seeks to Unify Musicians of World

From THE DAILY Bureau

HOLLYWOOD, June 26. – The Federation of Musicians has initiated a movement to unify professional musicians throughout the world in a common defense against unregulated competition of "canned" music and in affirmative pursuit of mutual co-operation and aid, it was announced here today by Herman Kenin, president of the AFM.

"Organized musicians throughout

(*Continued on page* 6)

To Reelect Montague Rogers Hospital Head

Special to THE DAILY

SARANAC LAKE, N. Y., June 26.—The reelection of all officers of the Will Rogers Memorial Hospital, headed by A. Montague, president, is expected when the board of directors convenes Saturday in its annual meeting at the Edgewater Motel, Schroon Lake, N. Y., near here. The directors and their guests from all branches of the industry will be here today for their

A. Montague

(*Continued on page* 4)

'Herald' Begins New Service Listing Records Tied to Current Pictures

A complete listing of records issued in conjunction with or derived from current pictures appears in this week's "Motion Picture Herald," inaugurating a new service in that magazine. The list is published in conjunction with a feature story examining the extraordinary dimensions to which music has grown as a motion picture promotional asset.

The chart lists 45 current pictures, some with as many as 22 different record listings supporting them. At least 31 of the pictures have title songs or title themes available as single records, many of them rec-

(*Continued on page* 3)

More Later

Allied Begins Talks to Bar Post-'48 Sales

20th-Fox, Columbia Meet Described As Reassuring

Allied States leaders yesterday described their initial meetings with distribution heads here on the subject of sales of post-1948 film libraries to television as "satisfactory and encouraging."

The Allied conference committee consisting of Horace Adams, Allied president; Jack Kirsch, president of Illinois Allied, and Irving Dollinger, head of Allied's Emergency Defense Committee, met yesterday with Spyros

(*Continued on page* 3)

Theatre Grosses Moving Ahead, Says Goldenson

Theatre grosses have not only improved over 1957 but are "sure to move ahead even more as the summer season lures in the customers," Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, stated yesterday in an in-

(*Continued on page* 2)

Says Loew's Costs Cut $8,000,000 Annually

Loew's, Inc. is making steady progress in cutting down losses, with some $8,000,000 already saved in yearly payroll costs at the M-G-M Studios and in the domestic and foreign distribution operations, a "high Loew's executive" was quoted as saying in an interview in the "Wall Street Journal" yesterday. As a result, he added, the financial outlook for Loew's in the new fiscal year starting next September 1 is "brighter" than in recent years.

The Loew's executive is further quoted as saying that while production and distribution operations will probably be in the red again in the current fiscal year (ending August 31) the losses will not be nearly as severe as those in fiscal 1957.

PERSONAL MENTION

GEORGE WELTNER, Paramount head of worldwide distribution; Jerry Pickman, advertising-publicity vice-president, and Russell Holman, assistant secretary, are scheduled to return to New York over the weekend from Rome.

•

Robert W. Coyne, Compo special counsel, is expected back in New York today from Washington.

•

Dick Winters, 20th Century-Fox syndicate and special events contact, will be married tomorrow to Nancy Truax, at the Church of Our Lady of Mt. Carmel, Ridgewood, N. J.

•

Burt Lancaster and his family will leave New York today aboard the "United States" for Europe.

•

Betty E. Box and Ralph Thomas, Rank Organization producer and director, respectively, have arrived in Hollywood from London.

•

Olivia De Havilland and her husband, Pierre Galante, left here yesterday for Paris.

•

Bernard Kamber, Hecht-Hill-Lancaster publicity director, will leave here for Europe today aboard the "United States."

'Key' Tuesday Here At Fine Arts, Odeon

Columbia's "The Key" will have twin American premieres next Tuesday night at the Fine Arts Theatre on the East Side and the Odeon Theatre on Broadway. The premiere at the Odeon will feature ceremonies by the American Merchant Marine Institute, and the one at the Fine Arts will be held under the sponsorship of the United Nations High Commission for Refugees.

At the Odeon, Sophia Loren, co-star of the picture, will participate in the ceremonies, in which the Merchant Marine Institute will present a scroll to Admiral Edmond J. Moran, who commanded the tug and sea rescue operations at the Normandy invasion. Leading naval figures will be present for the festivities.

At the Fine Arts, many leading representatives of the United Nations and national delegations will be on hand. At both theatres there will be large gatherings of stars and personalities from all phases of show business.

Bring Pioneer Spirit Back for a New 'Golden Era,' Says George Pal

By SAMUEL D. BERNS

HOLLYWOOD, June 26.—"Bring the pioneer spirit back to motion pictures, and we'll see the 'golden era' of our business," George Pal commented during an interview on his future program plans.

The producer-director, currently re-creating his famous puppetoons here for brief animated sequences in MGM's "tom thumb," which he filmed in England, said the public is now ready to support the unusual, and is much more aware of "selective" projects.

Pal, a proved pioneer with films like "War of the Worlds" and "Conquest of Space," who was eight years ahead of himself when he produced "Destination Moon," according to today's headlines, outlined a program of films that has great potential box office appeal.

All to Be in Color

He indicated that all of his future films, which will be done in color, will have greater impact and a higher entertainment quotient through the use of the larger screen processes, anent his next project, H. G. Wells' "Time Machine."

Pal has already prepared the screenplay by David Harmon on "Brothers Grimm," the biography of the famous fairy tale writers which he purchased; and will integrate all of their famous characters in a musical version. Peggy Lee, who composed the songs of "tom thumb," is scheduled to do a similar job on this one.

'tom thumb' for Christmas

"Atlantis—The Lost Continent," with a completed screenplay by David Duncan, will be filmed in different parts of the world; and "Lost Eden," based on the book by Paul McGinnis dealing with Captain Cook's voyages in the South Seas, with a screenplay by Jack Moffit, will be filmed on authentic locations, Pal said. He also reported that MGM plans to release "tom thumb," which stars Russ Tamblyn, Alan Young and Jessie Matthews, as a Christmas attraction.

Special 'Kings' Ads Directed to Negroes

United Artists has prepared a special advertising campaign for the Frank Ross production of "Kings Go Forth" aimed at the nation's 17,000,000 Negroes. Inserts will be placed in 81 Negro newspapers published in 65 cities in 29 states, according to Roger H. Lewis, UA national director of advertising, publicity and exploitation.

The theme of the ads will emphasize the film's story about two white American G.I.'s who fall in love with a girl whose father was a Negro and mother white.

L.H.Goldenson

(*Continued from page 1*)

terview published in the "New York World-Telegram."

Goldenson was characterized in the story, in which he discussed the outlook for radio and television as well as theatres, as "a youngish man confident on the prospects for a seemingly obsolescent entertainment medium." The AB-PT head will mark his 25th year in the business on July 11.

Commenting further on the theatre outlook, Goldenson said, "Marginal outfits have to go—provided we can get a reasonable return on basic investment. We also—that goes for the industry in general – must recognize that the public more than ever is boss; folks want comfortable seats, really good pictures and pleasant people serving them."

Goldenson also said that TV billings are definitely stronger, and radio is doing bettter.

Dallas WOMPI Installs New Officers at Lunch

Special to THE DAILY

DALLAS, June 26.—With the special title of "head of production," Miss Verlin Osborne, of Paramount, became the president of the Dallas Women of the Motion Picture Industry at an installation luncheon entitled "WOMPI Parade of 58-59" at the White Plaza Hotel here today.

The installation program was patterned after a film production with officers receiving titles of the crew. Miss Mary Emison, assistant secretary of the Lone Star Gas Co., conducted the installation. Mrs. Mable Guinan, of Exhibitor Pictures, is the immediate past president.

Agenda Set for Meeting Of National Theatres

From THE DAILY Bureau

LOS ANGELES, June 26. – Over 120 delegates are scheduled to attend the annual convention of National Theatres, Inc., July 1-3 at the company's Los Angeles home office. Among various topics for discussion will be the fall drive weeks, manpower development, promotions, expense control, and new ideas for more effective selling of pictures.

'Sierra' 3rd Film For Plato Skouras

His success in making two pictures for Regal Films, "Apache Warrior" and "Under Fire," won for new producer Plato A. Skouras the assignment of his first in CinemaScope and color by De Luxe—"Sierra Baron." The new film was shown to the trade press in New York this week and is reviewed elsewhere in this issue.

Only 28 years old, Plato Skouras is the son of Spyros P. Skouras, president of 20th Century-Fox. Following graduation from Yale University as a drama major, Plato Skouras studied the exhibition phase of the industry in the booking and business offices of the Skouras Theatre chain. He then switched to production and was trained by Darryl F. Zanuck in the technique of film editing at the Fox studios. Before making the two pictures for Regal he served as aide to Sam Fuller on "House of Bamboo."

After completing "Sierra Baron," Skouras was assigned to produce "Villa!" on the same Mexican location where he made "Sierra Baron."

Compo Ad Cites Film Headlines in 'J.A.'

Reproductions of seven banner headlines on the movies, which have recently appeared in the "New York Journal-American," form the basis for the 91st in the series of Compo ads which will appear in "Editor & Publisher" tomorrow.

Six of the headlines, which feature the industry slogan, "Get More Out of Life . . . Go Out to a Movie," appeared in the comics pages of the paper, and the other, spread across the top of Page 1, called attention to the "Journal's" extensive coverage of movie news.

New Rank, RKO Deal

Distribution rights to all RKO films in many foreign territories have been acquired by J. Arthur Rank Film Distributors, Ltd., according to a joint announcement of the companies. Earlier this spring Rank assumed administrative and service functions for RKO in some of these same foreign lands.

NEW YORK THEATRES

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Allied Begins

(*Continued from page 1*)

P. Skouras, 20th Century-Fox president, and A. Montague, Columbia Pictures vice-president and distribution chief.

The Allied group will return here later as new conferences are set up with other individual company executives. The aim of the committee is to attempt to get assurances from responsible company officials that their post-1948 film libraries will not be sold to television or, as an alterntaive, commitments definite enough to permit exhibitors to advertise that their current attractions will not be shown on television for seven, 10 or more years.

Quotes Skouras, Montague

Questioned prior to his return to Cleveland yesterday, Adams said that both Skouras and Montague "agreed wholeheartedly that the sale of major company film libraries to television has proved to be one of the most disruptive things that has ever happened to the industry."

The committe was assured, he said, that neither company has any present intention of selling more films to TV.

Adams described Skouras' attitude as one of "complete and enthusiastic cooperation. He is in complete agreement with us that sales of the post-1948 libraries would kill the business," Adams reported.

Points to Other Factors

Asked if the committee had obtained any specific commitments from the companies vistied, Adams replied, "The most we would be safe in saying publicly is that the pictures we play in our theatres will not be shown on television for 'a good, long time.' It is extremely difficult for men in their positions to be more specific than that. There are factors over which they have no control which can alter the situation irrespective of their convictions and wishes."

A New York City fireboat spouts a welcome to "The Vikings," 22 days out of Bergen, Norway.

New York Welcomes Vikings

(*Continued from page 1*)

from Bergen, Norway. The ship, coincidently named "The Vikings," was built for the filming of Kirk Douglas' picture of the same name.

As the seven man Norwegian crew sailed the ship past the Statue of Liberty, 22 days out of Bergen, she trailed in her wake, columns and columns of potential publicity for the 320 July Fourth holiday opening dates for the UA spectacle.

News Coverage Heavy

The cameras, microphones and reporters of three TV networks, every New York newspaper and U.S. and international news services recorded the arrival of The Vikings in the harbor, at the Battery waterfront and at City Hall.

The first contact that Captain Thorvald Lihaug and his six mates made with the New World was in the Upper Bay. Following some frantic wigwagging from the sailing ship, the official welcoming tug Dalzellera nosed alongside and carefully handed over a case of Schaefer beer. The case was empty when The Vikings tied up at the Battery.

From the Battery, the seven Norsemen rode up Broadway past cheering thousands for an official civic greeting at City Hall. There followed another autocade journey and a repeat welcome in Times Square at the Astor and Victoria Theatres, where "The Vikings" is now beginning its third week.

'Vikings' Gets $74,000 In Second Week Here

Kirk Douglas' "The Vikings" continues to set a record boxoffice pace at the Astor and Victoria Theatres with a second week combined gross of $74,000, William J. Heineman, United Artists vice-president in charge of distribution, said yesterday. The Astor's share was $41,000 and the Victoria's $33,000.

Meanwhile the picture has been set for 320 July Fourth holiday dates to blanket major market areas in the United States and Canada.

Bar Anti-trust Defense In Percentage Suit

An anti-trust defense in eight pending percentage suits by major distributors against a New Jersey exhibitor was barred yesterday by Judge Joseph Halpern in Somerset County District of the New Jersey Superior Court. Separate suits by Loew's, Columbia, Paramount, RKO, 20th Century-Fox, United Artists, Universal and Warner Bros. sought unpaid balances alleged to be due on percentage contracts from the Somerville Drive-In Theatre Corp.

The theatre defendant filed a defense contending that that portion of admissions on which the distributors sought percentage receipts were from heater revenue and for the use of the playground. The exhibitor contended, in addition, that unreasonable and arbitrary clearance had been imposed and that the distributors had conspired to do so in violation of the Sherman Act and that the contracts were therefore unenforceable. It was this latter portion of the defense which Judge Halpern, supporting a motion by the plaintiffs, struck out.

The court held that such an anti-trust defense would be unavailable to the exhibitor in suits of this type, under long established doctrines laid down by the U.S. Supreme Court and other courts, even if the anti-trust violations charged could be proved true. In the latter case, the court said, other remedies would be available.

The percentage suits will proceed to trial on their merits.

Arguing for the distributors was attorney Willard G. Woelper of the Newark firm of Toner, Crowley, Woelper and Vanderbilt, with Edward A. Sargoy and John F. Whicher of Sargoy & Stein, of counsel. Somerville Drive-in was represented by attorney Arthur B. Smith of Somerville, and attorney Monroe E. Stein, of New York.

To Air Idea for Film Clips Use on TV Program

A CBS-TV network program idea involving the use of clips from current and unreleased films will be described to industry advertising-publicity directors at their meeting here today at Motion Picture Association headquarters.

Reactions of the committee members to the idea which offers nation-wide plugs for films will be sought. Production - distribution companies have shied away from previous plans calling for the use of new film clips on TV programs.

'Wildlife' to Sutton

"Wildlife in the Rocky Mountains," a short subject in Eastman Color, has been acquired by Lester A. Schoenfeld Films and will open at the Sutton Theatre here June 30 along with the feature film, "Your Past is Showing!"

PEOPLE

Cecil B. DeMille is still confined to Cedars of Lebanon Hospital, Hollywood, for a period of rest. The producer is reported "in good spirits" and his condition satisfactory.

□

Billy James, former actor now in the publicity field and who left General Artists a year ago to join Guild Films, has been named promotion director of the latter firm.

□

A. E. Hotchner, who currently is writing the screen play for Otto Preminger's "The Other Side of the Coin," will have his first novel, "The Dangerous American," published this month by Random House.

□

Morris Yuter, press agent for the Shubert Theatre, Philadelphia, is handling exploitation there for United Artists' "The Vikings" and "Kings Go Forth."

New 'Herald' Service

(*Continued from page 1*)

orded by several different personalities.

Of the 45 pictures represented only six are actually musicals. The rest run the gamut from farce and sophisticated comedy through spectacles and adventure to high drama.

"The sound track albums," the "Herald" story says, "are not only selling themselves, they also are selling the pictures. And not simply because the public is enamoured of the background scores. The handsome, artfully designed album jackets, giving prominent play to title and cast, are sometimes better advertisements than those published in newspapers and magazines. Certainly, they are often more colorful."

The record compilation will appear periodically in the "Herald."

'Indiscreet' Gives Hall Near-Record First Day

On the basis of an estimate late yesterday afternoon Warner Bros.' "Indiscreet" was expected to reach or top $25,000 for the opening day of its world premiere engagement at the Radio City Music Hall. Russell P. Downing, president and managing director, said the film was giving the theatre "one of its biggest opening days."

Waiting lines were the rule at the theatre throughout a large part of the day despite warm, humid weather and showers.

The Music Hall's new stage show, "Say It with Flowers," includes a fashion show and vocal group with soloists, in addition to the Music Hall's permanent stage features. The Tuskegee Choir, which had been booked following the decision to discontinue the theatre's all-male glee club, terminated its engagement at the Music Hall with the change of program.

Mayer Report

(*Continued from page* 1)

from the truth. Unfortunately tuberculosis is still attacking human beings at the same rate as previously," he will say, "and the fact is that substantially the same number of new cases are discovered and reported each year as ever. Prevention of the disease has not kept pace with the development of curative processes, although research interests are working diligently on that phase.

Cites Benefits

"What is happening in our hospitals today—in those hospitals which are chiefly concerned with fighting tuberculosis—is that they are curing patients in a shorter time, and with more positive results, thus enabling the hospitals to increase their scope and service to humanity by expanding into the broader field of other chest diseases. This does not mean that tuberculosis hospitals are short of TB cases, but it does mean that in most instances, and certainly as concerns the amusement industry's Will Rogers Hospital, those hospitals have advanced their techniques to the point where they can efficiently and effectively bring greater service to more people.

"At the Will Rogers Memorial Hospital, with which I have been closely connected since its inception some 32 years ago, the actual physical facilities were enlarged to put to better use all that we have learned through our many years of experience."

Dr. Mayer will also touch on the tendency toward attempted treatment of tuberculosis at home. He will say that "the doctors and others who are concerned with caring for patients with TB and other infectious diseases point out that caring for the diseases in a hospital, as compared with home treatment, is best for the patient and for the family as well. Treatment at home most often cannot be given with the same degree of stringent control and observation as in a hospital, and it also imposes hardships and danger on the patient's family.

'Not New Idea,' He Says

"Home care is not a new idea, but in recent years, since the anti-microbial drugs were introduced, too much has been expected of the drugs by many, and home care has been attempted quite frequently. "But," according to Dr. Mayer, "there can hardly be found a substitute for the correct and constant supervision of a patient's sensitivity and reaction at various stages of his treatment that is maintained in a hospital.

"For the good of the public, and in the interest of forestalling a developing apathy, I should like to say that it would be well for everyone to know that we still face a serious personal, economic and social problem with tuberculosis, and there still exists a pressing need for enough TB hospitals to effectively fight the disease."

The Will Rogers Memorial Hospital and Research Laboratories, which is sponsored and operated by the motion picture industry for the benefit of all empolyees in the entire amusement field, has, in addition to enlarging its healing program, expanded its research endeavors in its own laboratories, and is also conducting a special research project in conjunction with the University of Rochester and the Eastman Kodak Company. The benefits of the Will Rogers research work are not limited to the entertainment industry, but are available to all mankind, for Will Rogers shares its research findings with the entire medical profession.

REVIEW:

Sierra Baron

20th Century-Fox—CinemaScope

THE TIME IS 1848 and the setting northern California in the days when vast tracts of land were still unsettled and disputes over ownership of the territory flared between new pioneers from the East and the holders of ancient land grants from the kings of Spain. This is the background of "Sierra Baron," a standard outdoor action film which Plato A. Skouras has produced. Its major distinction is some handsome scenery—photographed in Mexico—in CinemaScope and color by De Luxe.

Based on the novel of the same name by Thomas W. Blackburn, the script, which was written by Houston Branch, places its opposing forces into conflict immediately and then directs them in conventional fashion toward a climactic showdown. On the one side is a young Spaniard who, with his sister, has inherited a land tract and is determined to protect his rights. Aligned against him are the land grabbers, led and duped by a conniving Yankee into believing they can take over the territory on the chance that the U.S. Senate will never formally recognize the Spanish land grants as valid.

In the middle of these two forces is a gun slinger from Texas who first works for the gang leader and then switches sides when he falls in love with the sister of the young Spaniard. The latter also finds romance when a new wagon train of pioneers comes onto the scene with a beautiful widow as one of the passengers.

So it goes in "Sierra Baron"—action incidents alternated with romantic scenes. The former consists mostly of a couple each of fist fights and shootings. One of the romances ends happily when the widow weds the Spaniard and his claim to the land is legally upheld. But the other love story has a sad solution, when in the aforementioned showdown, the gun slinger is killed by the gang leader and vice-versa.

Under the direction of James B. Clark the acting is competent. Brian Keith plays the gun slinger; Rick Jason, the Spaniard; Rita Gam, his sister; and Mala Powers, the widow. Steve Brodie is the chief villain. Running time, 80 minutes. General classification. Release, in July.

RICHARD GERTNER

Theatre Screen Ads to Use Plan for Coupons

A flexible merchandising plan to be used as an adjunct to theatre screen advertising, designed to increase the value of that medium to the advertiser, has been introduced by the Theatre-Screen Advertising Bureau of Chicago.

During the weeks that the screen commercials are shown samples, coupons, cards, folders, etc., are given to customers as they enter or leave the theatre. The screen commercials refer to the samples or handouts during the regular advertising message. Return postcards or coupons can be keyed to show what theatre they were distributed in and to give the coupons or samples only to one sex or age group.

To Reelect Montague

(*Continued from page* 1)

annual inspection of the hospital and its facilities, and for visits with patients.

Other hospital officers whose relection is expected are: Robert J. O'Donnell, chairman; Max A. Cohen, secretary; S. H. Fabian, treasurer; Samuel Rosen, assistant treasurer; Harry Brandt, Robert Mochrie, Herman Robbins, Fred J. Schwartz, Sam J. Switow, Richard F. Walsh and Murray Weiss, vice-presidents.

Members of the executive committee: Arthur Mayer, Schwartz, Rosen, William J. German, Robbins, Walsh, Weiss, Cohen, Fabian, Montague, Moohrie and O'Donnell. It is expected that several new members of the executive committee and new vice-presidents will be named.

Top Coast Executives Welcome Garcia Today

From THE DAILY Bureau

HOLLYWOOD, June 26. — Top Hollywood celebrities and film executives will welcome Philippine president Carlos P. Garcia tomorrow at a reception and luncheon given by the Association of Motion Picture Producers at the Beverly Hills Hotel. Host for the event will be Eric Johnston, president of the Motion Picture Association of America, while Mrs. Y. Frank Freeman will act as hostess.

Industry leaders scheduled to attend include: Buddy Adler, 20th Century-Fox studio head; B. B. Kahane, Columbia Pictures; Steve Broidy, Allied Artists president; Jack L. Warner, president of Warner Brothers; Ed Hartmann, Writers Guild of America, West; George Sidney, Screen Directors Guild; Carey Wilson, Screen Producers Guild; Valentine Davies, Academy of Motion Picture Arts and Sciences; Walter Pidgeon, Screen Actors Guild, and George Flaherty, A.F.L. Film Council.

Warner Bros.

(*Continued from page* 1)

York revealed none giving serious thought to a similar move, although the trade also is aware that Spyros Skouras has expressed interest in the idea of bringing all company operations under one headquarters roof for the past several years, but to date has made no move in that direction.

The most commonly encountered reaction to the Warner announcement was the belief that the Warner experience in time will provide definite information to reveal whether or not such a move is likely to prove worthwhile to other companies. While awaiting that evidence, other moves away from New York are regarded as highly unlikely.

All companies, interested in economies and streamlining, are anxious to see a test run of the headquarters-at-the-studio idea, but most feel that Warners' move is dictated by special circumstances and personal considerations which do not obtain in their own companies. That detracts nothing from their interest in how the Warner experience turns out, however, nor in their willingness to employ any lessons that can be learned from it.

Some Details Not Revealed

Meanwhile, most Warner home office employes remained in the dark as to what specific departments other than the domestic and foreign sales departments "and all allied components" mentioned in the company's announcement, would be moved to the Burbank studios and who would be invited to go with them. Answers are not expected for another two to three weeks as company heads complete the plans for the transfer.

Subletting the one and one-half floors of space in the new Tishman Bldg. on Fifth Avenue may present some difficulties since the building is not fully rented and there is extensive new construction in the immediate neighborhood. Warners has a 15-year lease on the space at an aggregate rental of about $500,000 annually, it is reported.

Jack L. Warner, president, returns to the Coast from here today, and preparations for receiving and housing the home office departments will be started at the studio at once to permit the transfer by Nov. 1 at the latest.

Observers believe that a considerable number of employes will continue in the New York office despite the move. Some financial, accounting, publicity and other representation is regarded by most as essential.

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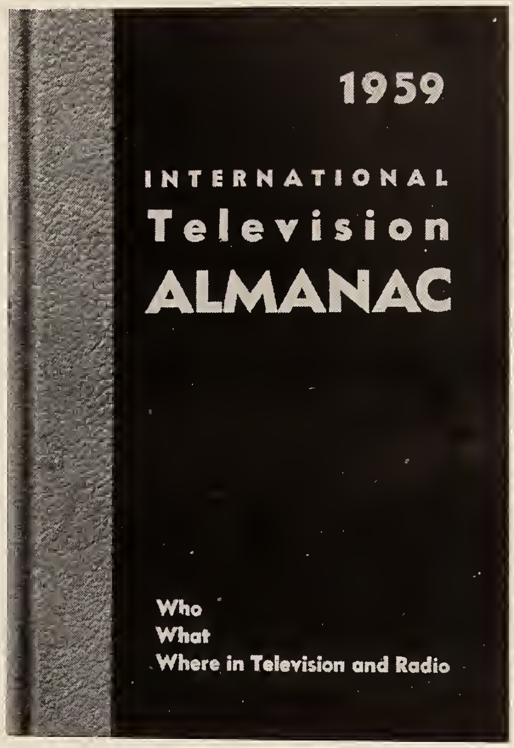
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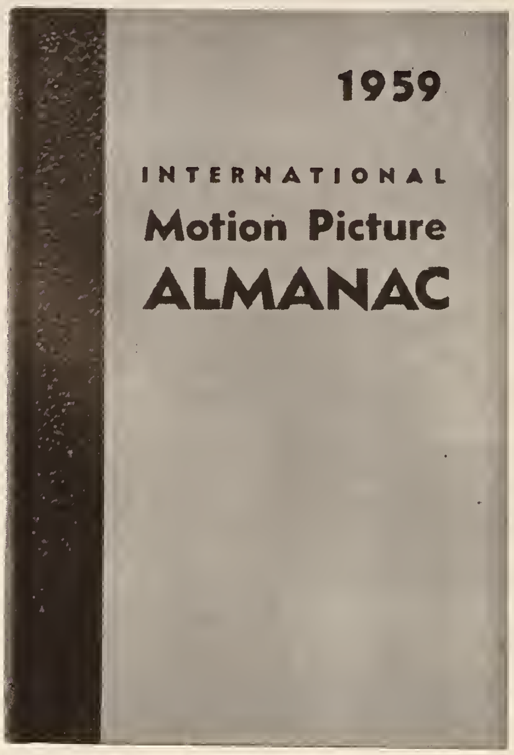
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Meeting of VC Board Set for Atlantic City

From THE DAILY Bureau

HOLLYWOOD, June 26. – The meeting of Variety Clubs' executive board, comprised of past international chief barkers, and current chief George Eby, will be held in Atlantic City, first week in August, to discuss and review agenda and policy of Variety Clubs 1959 international convention in Las Vegas, March 31 to April 3, it was reported at the first Western regional conference held today in the Ambassador Hotel.

Those attending will include John Harris, Bob O'Donnell, Marc Wolf, Jack Beresin, George Hoover and John Rowley.

Hoover, of VC's international executive director, said he will meet this weekend with Jake Kozloff, 1959 convention chairman; Bill Cannon, chief barker of Tent 39, and Eugene Murphy, international representative for the Western region, at the Thunderbird Hotel in Las Vegas, convention headquarters, to discuss and finalize convention plans.

In addition to Eby, Hoover and Stern, others attending today's meeting included Eugene Murphy, Rotus Harvey, second assistant international chief barker, San Francisco; O. N. Srere, chief barker Tent 25, Los Angeles, and John Harris, one of founders of Variety Clubs.

AFM Seeks

(*Continued from page* 1)

the world are becoming more aware of their common interest—of their capacity to do each other great harm or great good," Kenin stated.

Plans for a world conference in August of this year of all unions of professional musicians will be finalized next week when Hardie Ratcliffe, spokesman for British instrumentalists and officials of European musician federations, including unions of Sweden, Norway, England, Germany, Austria, Switzerland, Italy, Greece and South Africa, meet in Zurich with Stanley Ballard, of Minneapolis, member of the international executive board of AFM.

International Officers Visit Atlanta Variety

Special to THE DAILY

ATLANTA, Ga., June 26. – Four top officers of Variety Clubs International were here yesterday for the first annual regional meeting of the organization. The delegation was headed by international chief barker George Eby of Pittsburgh, and included was Edward Emanuel, Philadelphia, first assistant chief barker; George Hoover, Miami, international executive director,. and Morton Gerber, Washington, D. C., international representative.

Sees Quality Free-TV Barring Pay-Video

From THE DAILY Bureau

WASHINGTON, June 26.—A market for pay television "will come about only through a collapse in the quality of free television," business analyst Albert E. Sindlinger forecast today in testimony before the Senate Commerce Committee. He was appearing, together with major broadcast rating services at hearings on these services held as a part of the committee's overall television study.

Sindlinger expressed the view that subscription television will not succeed as long as "what you get free is as good as or better than what you are asked to pay for."

'Ratings' Officials Heard

The representatives of Nielsen, Trendex and American Research Bureau stressed the importance of the role played by rating services in improving the programming received by the public.

Arthur C. Nielsen, Sr. pointed out that all other forms of entertainment stand or fall on their ability to interest the public, and the same principle applies to television.

Nielsen, whose organization has its "audimeters" in some 1,050 television homes, said that "it is not the TV rating that is responsible for the cancellation of a program but, rather, the logical policy of seeking programs which deliver audiences of the desired characteristics at a satisfactory cost-per-thousand."

Arnall, on Pay-TV

(*Continued from page* 1)

SIMPP president explained that curtailed advertising budgets, higher costs and lessened public interest in conventional TV programs would soon result in television networks and stations revising their present policy and urging the early adoption of pay television.

"Such a development should," he said, "be of great benefit to producers of quality pictures."

Arnall also was quick to say that in his opinion modernized and well run theatres will also prosper in the changed atmosphere to come.

The SIMPP meeting at the Beverly Hilton Hotel was attended by 50 members and guests.

Members voted authority to Governor Arnall to appoint an activities committee whose function it will be to survey problems of independent production brought about by industry changes.

Among highlights of the luncheon was the introduction of seven of the original founders of the society 16 years ago: Roy Disney, Sol Lesser, David O. Selznick, Edward Golden, Walter Wanger, George Bagnall, Hunt Stromberg and Dr. Edward Cagney, representing William Cagney.

Governor Arnall's report to members also traced the history of the organization's accomplishments since its founding in 1942.

Television Today

Closed Circuit TV for Notre Dame Teaching

Special to THE DAILY

SOUTH BEND, Ind., June 26.—Bernard C. Barth, general manager of WNDU-TV South Bend—Elkhart, has revealed Notre Dame station's plan to take its first step into closed-circuit TV teaching. One hour a day for two weeks, beginning last Monday, WNDU-TV and the University of Notre Dame Mathematics Department will combine talents to teach a specialized mathematics course to 250 high school teachers enrolled in the course for the summer session.

Dr. Arnold Ross, head of the Notre Dame mathematics department, will lecture from the WNDU studios to classrooms on the Notre Dame campus, where two WNDU monitors in each of five classrooms will carry his lecture to the students.

KHJ-TV Signs Levant To 2-a-Week Series

From THE DAILY Bureau

HOLLYWOOD, June 26. – Oscar Levant, controversial figure on the local television scene, whose ad libs cost him "break-ups" with KNXT and currently with KCOP, will bring his wit, guest stars and wife, June, to KHJ-TV, 7:30 P.M. to 9 P.M. Tuesdays and Thursdays, starting July 1, it has been announced by John Reynolds, vice-president and general manager of KHJ-TV.

One Man's TViews

By Pinky Herman

BESIDES possessing a fine voice which he knows how to use, handsome lark Danny Costello feels quite at home in the "Joe Hardy" role in "Damn Yankees" currently playing Westbury, L.I. Before getting into show business back in 1951, Danny was a member of the Pittsburgh Pirates but the urge to sing was stronger than the desire to swing (a bat.) Danny is a real comer and, having signed a recording pact with Coral Records, watch him zoom. . . . Shelley Keller, ex-scripter on the "Sid Caesar Show" and "Patrice Munsel Show," among others, will write and produce a new TVariety series, "Mahogany Panel," starring ventriloquist Jimmy Nelson as moderator. The panel will consist of Danny O'Day, Farfel, Humphrey Higsbye, F'Tatatceta and Sid Gould. (Gould?? how did he get into this WOOD-be brain trust?) . . . Former announcer and newscaster at WJBK and free-lance actor on other Detroit television stations, talented and good-looking Dick Mason, is currently in Gotham for a look-see. Dick, who also can sing and cut a click platter as well as spin the wax, rates being signed up—and pronto. . . . Did you know that Ray Krause, former All-American Football star (University of Maryland) and for the past eight years one of the National Football League's (Green Bay Packers) top-ranking tackles, is likewise a stellar television salesman? In the off-season, the husky, good-natured Ray is a successful pitchman for the Warren R. Smith Productions, producers of TV, industrial, commercial and educational films. . . . The talented son of the late Phil Reisman, Phil, Jr. has been signed to script the special CBS-20th Century-Fox TV series and leaves for the coast July 5. Deal was set by Bill Cooper of the Frank Cooper office. . . .

☆ ☆ ☆

The success of the "Art Ford Jazz Party," on WNTA-TV has prompted that indie net to follow up with a similar series to originate in Minneapolis (KMSP-TV). Art flies to that city next week to debut the local version there, Tues., July 1 (10:50-midnight) and while there will audition and name a permanent emcee. . . . Producer and moderator of the "ABCollege News Conference," Ruth Hagy will take her panel of students to Cleveland, Friday, July 4, where the program, with Dr. James B. Conant as guest, will be filmed for telecasting Sunday, July 6. . . . Herb Finn, has been added to the writing staff for the new "Garry Moore Show," which bows in CBSeptember 30. . . . Walt Framer, whose fabulous career as a producer of successful audience-participation TV quizzers of amazing durability (Strike It Rich—10 years; The Big Payoff—now in its 8th year) is unique in this ever-changing television world, is penning his autobiography with an assist by Paul Denis.

Art Ford

All the News That Is News

MOTION PICTURE DAILY

Concise and to the Point

VOL. 83, NO. 126 NEW YORK, U.S.A., MONDAY, JUNE 30, 1958 TEN CENTS

File Prospectus

300,000 Shares Of UA Stock Set for Market

Company Offers 200,000; Benjamin, Krim, 100,000

United Artists Corp. has filed with the Securities and Exchange Commission a registration statement covering the proposed sale of 200,000 shares of its $1 par value common stock for its account and 100,000 shares for Arthur B. Krim and Robert S. Benjamin, president and chairman of the board, respectively. An underwriting group will be formed by F. Eberstadt & Co. to distribute the stock

(*Continued on page 2*)

Jackter Marks First Year As Sales Head

This week Rube Jackter is celebrating his first anniversary as general sales manager of Columbia Pictures.

Rube Jackter

To mark the occasion, the veteran film salesman, buoyant and full of enthusiasm, met the trade press at the home office Friday to discuss his past year and his future plans.

By way of introduction he noted that he had been in the industry 33 years, 26 of which had been spent as Columbia's assistant general sales manager under Abe Montague. He added with a smile, "You can commit murder and get out in 20!" But these generalities were

(*Continued on page 4*)

Television Today Page 6

Propose New Will Rogers Expansion To Care for Asthmatic Children

By SHERWIN KANE

SCHROON LAKE, N. Y., June 29.—Extension of the facilities of the Will Rogers Hospital to care for the asthmatic children of industry employees was proposed to the directors of the hospital by A. Montague, president, at the annual meeting of the board here yesterday.

The proposal was in the president's report to some 80 members of the board and guests who made their annual tour of the hospital Friday and then adjourned to Herman Robbins'

(*Continued on page 5*)

Industry Heads Visit Hospital

Special to THE DAILY

SARANAC LAKE, N. Y., June 29.—Some 80 directors and guests made their annual visit to the Will Rogers Memorial Hospital here on Friday, inspecting facilities, visiting patients and having the work of the hospital

(*Continued on page 5*)

'Greater Movie Season' Starts July 1: Rhoden

From THE DAILY Bureau

LOS ANGELES, June 29. – The so-called greater movie season starts July 1, instead of Labor Day, heretofore considered the official opening

(*Continued on page 4*)

Loans-to-Railroads Bill Is Approved by House

From THE DAILY Bureau

WASHINGTON, June 29.—The House on Friday passed legislation authorizing government guarantees of loans to railroads in financial difficulties. The Senate approved similar legislation earlier this month, so both houses of Congress are now on record in favor of this type of bill.

Sam Pinanski, New England exhibitor, has been proposing that the industry try to get a similar program of government guarantees for loans to film industry companies.

Urges "Moratorium"

Reade Proposes New Unit To Control Sales to TV

A unique plan to control the release of all films to television is proposed by Walter Reade, Jr., in an open letter to the industry released today.

The plan would set up an all industry unit, similar in some respects to ASCAP, to which all producers would sell or "give" the television rights to their pictures. The new organization would then control the release of the pictures to television both in regard to timing and territories so as to interfere as little as possible with theatrical showings of the pictures and to get

(*Continued on page 6*)

Walter Reade

RCA and NBC Renew Lease for Center Home

The Radio Corporation of America and the National Broadcasting Company, Inc., the first tenants to sign for space in Rockefeller Center and the ones for which the world's largest commercial office building was designed, have extended to 1982 leases valued in excess of $70,000,000, John L. Burns, president of RCA, announced over the weekend.

Brig. General David Sarnoff, chairman of the board of RCA, who played a leading role in shaping plans for the

(*Continued on page 6*)

Up on Aug. 2

SW Offers to Buy Cinerama Prod. Stock

Share-for-Share Exchange Proposed to 'Holders

Stanley Warner Corp. has made an offer to shareholders of Cinerama Productions whereby stock in the latter company would be exchanged for an identical number of shares of common stock in Cinerama, Inc. The offer, which was made in a letter to shareholders of Cinerama Productions mailed at the weekend, expires on Aug. 2.

Present market value of Cinerama, Inc., stock is $2 while that of Cinerama Productions is $2⅛. Stanley Warner, through its wholly owned subsidiary, Stanley Warner Cinerama Corp., owns 935,000 shares or 35 per

(*Continued on page 4*)

Stresses Producer's Role in Promotion

Herbert B. Swope, Jr., producer of "The Bravados" for 20th Century-Fox, says the picture is not a western; it is a drama in a western setting. The scenery is there, he points out, but the story involves a great amount of character development.

Swope, who began his producing career in television, says he thinks all producers should take part in the promotional campaigns until their pic-

(*Continued on page 6*)

WB Surveys Employees On Moving to West Coast

Warner Bros. is asking its employees in the domestic and foreign sales departments and allied components here if they would "want to be considered for re-employment on the West Coast," the company said in a statement issued at the weekend.

Warners expects to make a decision "as soon as possible" on which functions will continue in New York and which will go West, it added.

PERSONAL MENTION

IRA TULIPAN, 20th Century-Fox publicity manager, will leave New York on Thursday for Europe.

•

David Harris, chairman of the board of Pyramid Television Corp., left here on Saturday for London via B.O.A.C.

•

Herbert Jaediker, United Artists art director, Mrs. Jaediker and their daughter, Ernestine, will arrive in Hollywood today from New York.

•

Andre de Toth, director, will return to New York from Europe today via B.O.A.C.

•

Al Levy, district manager for 20th Century-Fox, was in Gloversville, N. Y., last week from Boston.

•

Harry Saltzman, producer, will leave New York on Sunday for London.

Legion Gives 'Laurent' Separate Classification

The National Legion of Decency has placed the French film, "The Case of Dr. Laurent," in a separate classification. This rating is given pictures "which, while not morally offensive, require some analysis and explanation as a protection to the uninformed against wrong interpretations and false conclusions."

Explaining the rating, the Legion states: "This film presents the case for the psychoprophylactic method of childbirth, which is more popularly known as a 'natural childbirth.' This medical theme, which is handled with discretion and good taste, can have significant educational value for adults and also for older adolescents. However, the subject matter itself is too sacred, private and personal for indiscriminate showing in entertainment motion picture Theatres."

Four in Class A

The Legion also rated five other films this week. Placed in Class A, Section I (morally unobjectionable for general patronage) was "Tale of Two Cities." In Class A, section 2, (morally unobjectionable for adults and adolescents), "Space Master X-7." In Class A, Section 3 (morally unobjectionable for adults), "Gunman's Walk" and "Indiscreet." In Class B (morally objectionable in part for all), "No Sun in Venice." Objection to the latter was "low moral tone and suggestive situations."

Stock of UA Set for Market

(*Continued from page* 1)

publicly some time around the middle of July.

Proceeds from the 200,000 shares the company is selling will be used to expand film production and broaden activities in television, recording and music publishing, it is explained in the preliminary prospectus for the stock sale issued at the weekend. "The resulting increase in equity capital should enable the company, from time to time, as its business requires, to obtain additional financing through short or long term debt, guaranties, or otherwise," it adds.

The company will receive none of the proceeds from the sale of the additional 100,000 shares of the common stock which will be issued and outstanding following conversion by the underwriters of a like number of shares of Class B common stock purchased from the selling stockholders. Net proceeds of these shares will go to the sellers.

After completion of the public offering the management stockholders will continue to own all the Class B common stock, representing about 43 per cent of the voting stock. The sales will increase the company's equity capitalization to 721,255 shares of common stock and 550,000 shares of Class B common.

The prospectus also states that the board of directors of the company intends to increase the quarterly dividend rate on common stock from 35c to 40c a share and plans to declare a dividend in that amount for the fiscal quarter ending in September, 1958. It is pointed out that this is dependent upon business conditions, future earnings, and the financial condition of the company, as well as the extent to which shares of Class B common stock may be converted into common stock and the extent to which the company's 6 per cent convertible subordinated debentures, due 1959, may be converted into common stock.

No dividends have been declared or paid on the Class B common stock, and the board has no present intention of declaring one, according to the prospectus.

Set Minnesota Unit for B-B and Standard Time

Special to THE DAILY

MINNEAPOLIS, June 29.—A citizens committee for standard time has been formed here by officers of the North Central Allied unit and a group headed by Charles Winchell, Eddie Ruben and Harold Field for the express purpose of combating daylight saving time and to perfect plans for a joint B-B program.

The action marks the first time in 10 years that all exhibitor factions in the Twin Cities have consolidated their forces to fight a common opponent.

First of a series of regional meetings of the CCFST will be held at Thief River Falls, Minn., on July 9. Pledges to finance the attack on fast time in Minneapolis, and to develop a giant B-B program were heavy at last night's meeting, Frank Mantzke, committee spokesman and NCA president, revealed.

On the CCFST committee with Mantzke are Ruben, Field, Winchell, Ed Sullivan, Henry Green, Harry Greene and Jess McBride.

Gregory to Meet Boyer

HOLLYWOOD, June 28. — Paul Gregory, producer of "The Naked and the Dead," will leave here Monday for a week of conferences with Charles Boyer, who will arrive from Paris to discuss Broadway production plans for "The Marriage-Go-Round," in which he will co-star with Claudette Colbert. The play is scheduled for fall presentation.

Boston Drive-Ins Tie-In With Disneyland Contest

Special to THE DAILY

BOSTON, June 29. — Six drive-ins in the Greater Boston area are tieing in with Raymond's Department Stores in a "Trip To Disneyland" contest in which a boy and a girl under 12 years of age can win a free, all-expenses-paid trip to Disneyland accompanied by their parents by coloring drawings.

A boy and a girl will be selected from the best coloring drawings submitted at the end of 12 weeks, starting the week of June 22 and ending September 7. Coloring blanks are given to every boy and girl the week of September 7 at the drive-ins upon presentation of an official "Trip to Disneyland" membership card having six or more official punches. Cards are punched once a week by a drive-in official. Winners will be announced the week of September 28.

The free membership cards are given out at the six drive-ins, all operated by Redstone Management. Theatres are the Dedham Drive-In, the VFW Drive-in, the Neponset Drive-In, the Suffolk Downs Drive-In, the Revere Drive-In and the Natick Drive-In, the latter also operated by Smith Management Company.

M-G-M Duo to Rialto

M-G-M's "The Haunted Strangler" and "Fiend Without a Face" will be the next attractions at the Rialto Theatre here, where they will open July 3 as a dual showing.

. . . NEWS ROUNDUP

Odeon to Provide Parking

New York's Odeon Theatre on Broadway, starting Wednesday, will provide three hours of free parking for its patrons after 6 P.M. on weekdays and all day Sunday at the Dixie Parking Garage. The ticket issued by the garage may be presented to the theatre cashier for validation.

■

Children's Film Fete in N. Y.

As a feature of the New York Summer Festival, the Museum of the City of New York is presenting on July 9 and 10 an "International Festival of Children's Films," showing films made for children of nine different countries. Programs, at 11 A.M. and 2:30 P.M., are planned to appeal to youngsters from 4 to 12. Admission is free.

■

'General' to D. C. and S.F.

M-G-M's "Imitation General" will have its initial engagements as the July 4 attraction at Loews' Warfield Theatre, San Francisco, and the Playhouse Theatre, Washington, D. C. Preceding the latter opening, the film will have a gala invitational premiere on Wednesday to be attended by Defense Secretary Neil H. McElroy and top military figures.

■

'Icecapades' to Moscow

John H. Harris, head of Variety Clubs International, will show his "Icecapades" in Moscow during May, 1959, following the Los Angeles run, he announced at the Variety Clubs meeting last week in Los Angeles. The production will play the new 16,000-seat arena in the Russian capital.

■

Stellings Thanks CBS-TV

The film industry owes CBS-TV a "sincere thank you," Ernest G. Stellings, president of Theatre Owners of America, declares in a letter sent to William S. Paley, chairman of the board of CBS, acknowledging Douglas Edwards' upbeat appraisal of films and the film industry on a coast-to-coast telecast last Monday.

■

Three Cities Slate 'Kings'

Frank Ross' production of "Kings Go Forth" has been set for July 4th holiday premiere engagements at the Stanton Theatre in Philadelphia, the Orpheum in St. Louis and the Majestic in Dallas.

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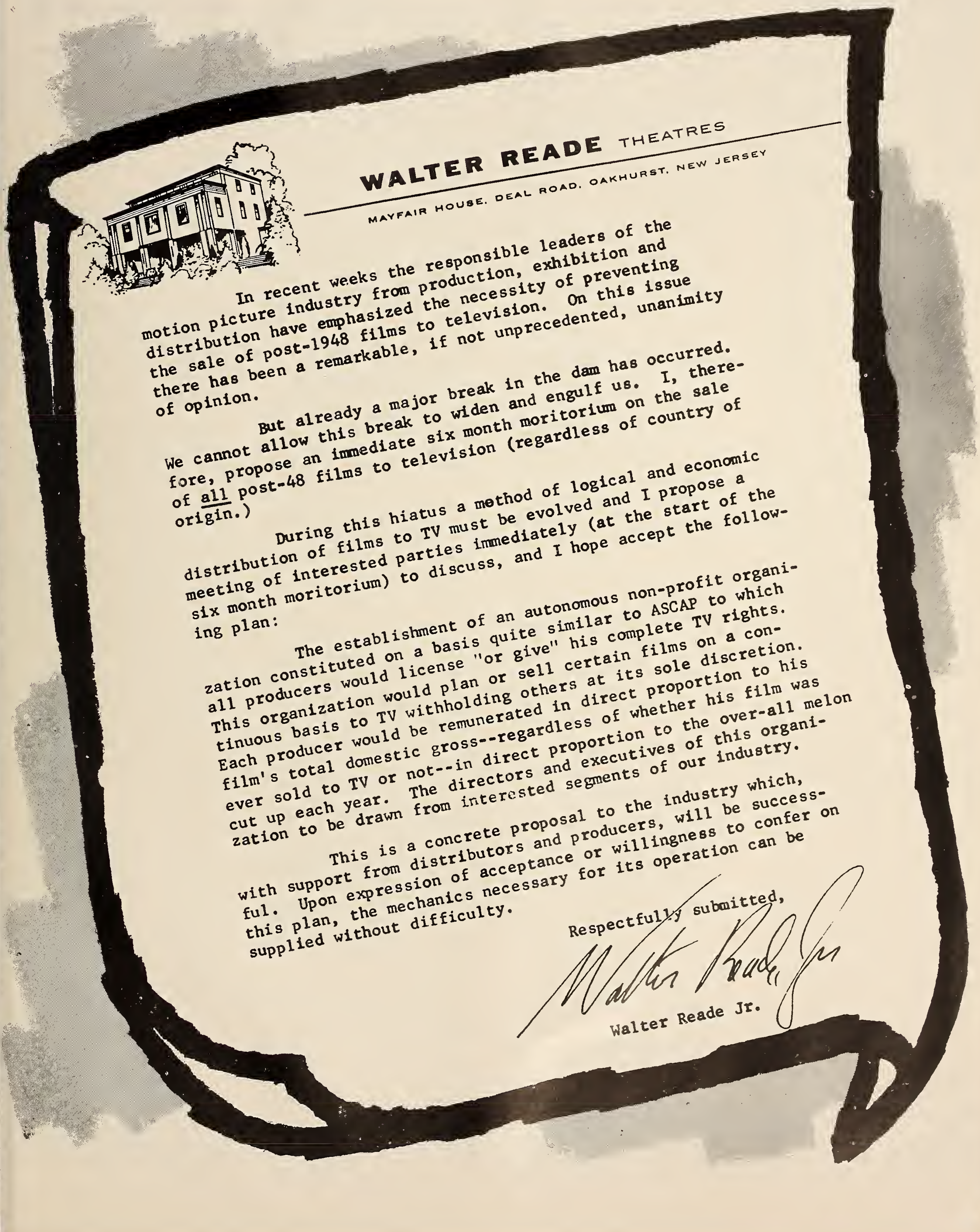
AN OPEN LETTER TO THE MOTION PICTURE INDUSTRY



WALTER READE THEATRES
MAYFAIR HOUSE, DEAL ROAD, OAKHURST, NEW JERSEY

In recent weeks the responsible leaders of the motion picture industry from production, exhibition and distribution have emphasized the necessity of preventing the sale of post-1948 films to television. On this issue there has been a remarkable, if not unprecedented, unanimity of opinion.

But already a major break in the dam has occurred. We cannot allow this break to widen and engulf us. I, therefore, propose an immediate six month moritorium on the sale of all post-48 films to television (regardless of country of origin.)

During this hiatus a method of logical and economic distribution of films to TV must be evolved and I propose a meeting of interested parties immediately (at the start of the six month moritorium) to discuss, and I hope accept the following plan:

The establishment of an autonomous non-profit organization constituted on a basis quite similar to ASCAP to which all producers would license "or give" his complete TV rights. This organization would plan or sell certain films on a continuous basis to TV withholding others at its sole discretion. Each producer would be remunerated in direct proportion to his film's total domestic gross--regardless of whether his film was ever sold to TV or not--in direct proportion to the over-all melon cut up each year. The directors and executives of this organization to be drawn from interested segments of our industry.

This is a concrete proposal to the industry which, with support from distributors and producers, will be successful. Upon expression of acceptance or willingness to confer on this plan, the mechanics necessary for its operation can be supplied without difficulty.

Respectfully submitted,

Walter Reade Jr.

Walter Reade Jr.

National Pre-Selling

"VERTIGO" the Alfred Hitchcock thriller based on acrophobia, the fear of high places, is reviewed and graphically analyzed in the June 25 issue of "Life." The photos used by "Life" have the central terrifying element that labels all good Hitchcock films. James Stewart and Kim Novak were selected for the starring roles in this new Paramount release.

•

Jon Whitcomb of "Cosmopolitan" went to Munich, Germany, where interior scenes for "The Vikings" were being filmed. There he interviewed Kirk Douglas, Janet Leigh and Tony Curtis, stars of this spectacular about the adventurous, courageous, and vicious sea-roving plunderers of the ninth century, for the June issue. Kirk Douglas, the articulate and literate star and producer of this new UA film, helps to make the article interesting reading.

•

"South Pacific" is reviewed by Florence Somers in the June issue of "Redbook." She says, "The music includes some of the greatest tunes in show business. The picture was filmed in Hawaii amid magnificent island scenery and the 'Happy Talk' sequence is delightful. So is Mitzi Gaynor as Nellie Forbush in the 'Honey Bun' song."

•

"Town and Country" is expanding its coverage of motion pictures. The new policy starts with the June issue. The editors have selected "Vertigo" with James Stewart and Kim Novak, "This Happy Feeling" with Debbie Reynolds and Warners' "Across The Everglades" for their first photo and text article.

•

Doris Day, co-star of "The Tunnel of Love," wrote the copy for the table of contents page ad for this new MGM film appearing in the June issue of "McCall's." Richard Widmark is co-starred and Gene Kelly directed. Doris's reaction: "We had a good time going through 'The Tunnel of Love. I hope you enjoy it'."

•

In rounding out a pictorial profile of Tony Perkins' career, the editors of "Look" in the June 24 issue used a photo made on a production set of "This Angry Age." This new Perkins film was made in Thailand and co-stars Silvana Mangano. The article also reports that the next Perkins film to go into production is "Green Mansions" with Audrey Hepburn.

•

"Gigi," the amusing tale of a French schoolgirl who upsets her family's hopes for her future as a gold-digger by falling in love is reviewed in the June issue of "Seventeen." It gave this new MGM film an upbeat notice with special commendation to Frederick Loewe and Alan Lerner for their musical score. They are the same team who wrote the score for "My Fair Lady."

WALTER HAAS

SW Would Buy Cinerama Stock

(*Continued from page* 1)

cent of the outstanding stock of Cinerama, Inc.

Under a court-approved agreement of 1953 Stanley Warner must sell its stock in Cinerama, Inc., by the end of this year. The proposal to exchange it for stock in Cinerama Productions, share-for-share, would prevent an upset in the market that could occur if Stanley Warner had to dispose of its more than one-third holdings all at once. The company can cover all of the outstanding stock in Cinerama Productions, which totals 850,000 shares.

In addition to orderly distribution of the stock, the exchange would put stockholders in Cinerama Productions in a more favorable position for company dividends, it was learned.

Under the present arrangement, out of the profits realized by Stanley Warner from the exhibition of Cinerama pictures, 5 per cent first goes to Cinerama, Inc., owners of the patent rights to the process. After that Stanley Warner must recoup production and theatre operating costs.

For instance, the newest Cinerama picture, "Cinerama—South Seas" must gross $5,500,000 before any profits can be passed on to Cinerama Productions. Thus if stockholders in the latter accepted the exchange they would be more likely to receive higher dividends.

Seen as a further advantage of the stock proposal is that, without too many parties sharing in the profits of Cinerama films, as under the present arrangement, Stanley Warner could more easily interest outside producers in making pictures in the wide-screen process.

Jackter Marks

(*Continued from page* I)

not the point of the meeting with the press.

"Good pictures make good sales managers," he said. "Right now we've got 'The Bridge on The River Kwai.' With less than I,000 contracts, we have racked up in the till today $6,000,000 in domestic U.S. film gross." And, he added for emphasis, "That doesn't include Canada!" At first the company had estimated a $20,000,000 world gross for the film. "Now we just don't know when or where it will stop."

Jackter is a salesman who believes that in today's market you have to get out on the road and instill honest excitement in exhibitors in what you have to sell. "Showmanship, excitement and chemistry" make the difference, he said, leading up to his future plans.

'Christmas' Trip Next Week

Next week he himself takes to the road again to sell the company's Christmas picture ("The Seventh Voyage of Sinbad") no less than six months before Christmas.

Armed with a presentation book on the picture, prepared by the Columbia advertising and publicity staff, and with perhaps a short trailer that catches some of the more spectacular scenes in the Technicolor-Dynamation adventure feature, he will attempt to get 300 top Christmas playdates for the picture before September.

"By September we'll be able to show exhibitors a print of the picture," Jackter continued. "All agreements we make before then are, of course, tentative. If they want to back out after they see the picture they can."

However, he said with some pride, Columbia pre-sold "The Key" in the same way and not one of the early agreements was cancelled following the screenings of the completed film.

Declaring that he doesn't want to be an "armchair general," Jackter said he had found the best way to convince his salesmen and exhibitors of the special potential in various films "is to go out and show them myself." He cited the results now coming in from the saturation New England openings of the double bill of the British-made "Camp on Blood Island" and "The Snorkel."

Supported Promotionally

The combination, under his direction, was launched in between 150 and 175 towns and cities, backed by extensive radio and TV advertising, newspaper campaigns and even sound trucks. The results are "remarkable."

"There are no names in these pictures," said Jackter. "They are going over because of pure showmanship." It appears that he will be "a good sales manager" his second year in office too.

Rank to Distribute RKO Films in Britain

By WILLIAM PAY

LONDON, June 29. – The J. Arthur Rank Organisation will take over complete distribution of RKO films in the United Kinkdom starting July 1. The announcement followed a statement last week that Rank would distribute RKO films in I9 major territories outside North America.

Rank assumed administrative and service functions for RKO in Britain last March.

The agreement for distribution in the United Kingdom, it is understood, was delayed until the consent of Universal International could be obtained. Rank has a distribution agreement with U-I here which prevents Rank from handling other distributors' product without U-I's consent.

The 19 countries covered in the agreement announced last week are: Argentina, Belgium, Brazil, Chile, Colombia, France, Germany, Holland, Hong Kong, India, Italy, Pakistan, Panama, the Philippines, Portugal Sweden, Thailand, Trinidad, and Venczuela.

PEOPLE

Jack Haynes, for the past five years head buyer and booker for United Detroit Theatres, has resigned, effective tomorrow, to become a partner of **William Clark**, of Clark Theatre Service, Detroit. Previously, Haynes had been with Butterfield Theatres for 19 years.

□

Jack Sher and **Sy Gomberg**, writers of the screen play for Universal-International's "Kathy O'," based on Sher's "Saturday Evening Post" story, have been presented a plaque by the Hollywood Chamber of Commerce for "their dramatic honesty in depicting Hollywood at work."

□

Stanley Kramer, producer-director of United Artists "The Defiant Ones," was the guest star last night on the first of a series of radio programs titled "Knight at the Movies," given by **Arthur Knight**, author and film commentator, over WNYC here.

□

Solita Palmer, Hollywood composer, has been elected to membership in the American Society of Composers, Authors and Publishers.

'Greater Movie Season'

(*Continued from page* I)

by the motion picture industry, Elmer Rhoden, president of National Theatres, stated in a message addressed to delegates attending the NT annual convention, explaining the change in the company's annual meeting from September to July.

Rhoden pointed to the change brought about by television using September and October as the springboard for greater TV season, making these months the low months for theatre business.

Cites TV 'Doldrums'

Referring to the start of the summer season when TV is in the doldrums, and a need to plan accordingly, Rhoden said:

"We must take a determined stand that we are in business to stay, that we will 'get with' these changing times and that we will be constantly alert to new demands of modern-day showmanship."

'Ten' Begins Special Dates in New Jersey

Cecil B. DeMille's "The Ten Commandments" has inaugurated special engagements in ten New Jersey theatres. These are the second group of such bookings thus far to play in that state.

The theatres that opened the film last week are: Community, Morristown, Palace, Netcong; State, Boonton; Baker, Dover; Majestic, Perth Amboy; Cort, Somerville; Bellvue, Upper Montclair; Capitol, Union City; Oritani, Hackensack, and Ocean Theatre, Asbury Park.

Details of Hospital Drives Are Reported

Special to THE DAILY

SCHROON LAKE, N. Y., June 29. —The combined Audience Collection and Christmas Salute last year under the co-chairmanship of S. H. Fabian and Ned E. Depinet brought in a total of $547,703.20 for the Will Rogers Memorial Hospital. Details of the drive were reported by Eugene Picker, chairman of the fund raising committee, at the annual meeting of the hospital's board of directors here yesterday.

The Audience Collection, conducted in most areas during the week of August 7, 1957, brought in a total of $418,095.19 from 3,807 participating theatres, compared with a total of $276,097.20 from 3,385 theatres in 1956. Circuits were the backbone of the Audience Collection, Picker reported, with the Fabian-Rosen theatres, including Stanley Warner and Cinerama, turning in $119,002.37, Loew's theatres, $70,399.50, and RKO theatres, $28,353.52.

Christmas Salute Fruitful

The Christmas Salute, the industry's contribution from its own members to the support of the hospital, brought in $100,040.81 from 6,532 signed scrolls, and $29,568 from special gifts.

The Audience Collection total for 1957 was ahead of the total for 1956 in all but four exchange areas and the Salute total bettered the 1956 total in all but ten exchange areas.

In addition to these sources the Sponsored Rooms program netted $30,000 during the year, the Permanent Charities Committee gave $9,290.01, and a benefit premiere of "Around the World in 80 Days," conducted by the Junior Committee, netted $16,325, bringing the total receipts for the year to $649,898.23.

The treasurer's report, submitted by S. H. Fabian, showed expenses of operation and maintenance for the year of $381,153.55 and a current balance of $950,310.20 in the hospital treasury.

Nine-Year Period Recapped

In the nine year period since June 1, 1949, when the present organization took over operation of the hospital there have been total receipts of $3,048,308.24 which, with $269,482.38 then in the treasury, totalled $3,317,790.62. Operating expenses for the nine year period were $1,623,519.85, capital improvements totalled $215,398.75 and expenses of the national office, including fund-raising expenses were $528,561.82, for a total of $2,367,480.42.

Harry Fontana, 64

SAN FRANCISCO, June 29. — Funeral services were held here Friday for Harry Fontana, 64, manager of theatres in San Francisco for more than 35 years, who died Wednesday following an illness of several weeks. He had been manager of the Granada Theatre and previously the St. Francis.

Industry Heads Inspect Will Rogers Hospital

(*Continued from page 1*)

described to them by staff physicians and surgeons.

Highlight of the day's visit was a luncheon at the hospital at which R. J. O'Donnell, of the Interstate Circuit in Texas, was chairman. He introduced Spyros P. Skouras, president of 20th Century-Fox, and Barney Balaban, president of Paramount Pictures, who were among the guests making their first visit to the hospital.

Skouras Praises Montague

Skouras expressed his thanks to Abe Montague, president of the hospital, for insisting he make the visit. Skouras said he had been tremendously impressed by what he had seen. "By this kind of action," he added, "all sicknesses eventually will be eliminated and a better world will be made. The industry is playing an important part in this work."

Skouras also expressed gratitude and appreciation to those who had devoted their time and labor to the hospital, recalling that it had been a major interest of the late Jack Cohn of Columbia Pictures. "From now on, I'll be one of the regular attendants at these annual meetings," the 20th-Fox head declared. "There has never been a day I've cherished so much. I'm thankful for having been led here today."

Balaban described the visit as a "most rewarding day," adding, "I have heard for years of the work being done at this hospital from articulate, wonderful salesmen such as Abe Montague and his associates. But even their words can't do justice to this hospital and the way it's maintained. In every respect it is as good as our homes. It has no signs of being an institution.

"We of the industry owe a debt of gratitude to you men who have carried on the work while others have been busy elsewhere."

Montague Voices Appreciation

Montague thanked his associates and the field chairmen from key cities across the country for their cooperation in raising funds for the hospital.

"Our rewards," he said, "are in hearing and seeing those who have been cared for and who have been benefited." He said the visiting field men will be able to describe the work of the hospital much better after having seen it and that he knew they would be inspired to continue their work and make it possible for the hospital to keep growing.

A check for $2,000 was contributed to the hospital at the luncheon on behalf of the Screen Actors Guild, East, by Harold Hoffman, executive secretary, and a check for $1,000 was presented on behalf of the American Guild of Musical Artists by Hy Faine, executive secretary. The continued support of both SAG and AGMA was pledged to the hospital.

Trailer Screened

Following the luncheon an audience collection trailer to be used in theatres in this year's fund raising campaign was screened for the visitors.

Ned E. Depinet welcomed the out-of-town guests and those on their first visit to the hospital. Among those at the head table, in addition to Montague, Skouras, Balaban, O'Donnell, and Depinet, were Leopold Friedman, president of Loew's Theatres; Samuel Rosen, vice-president of Stanley Warner; Richard Walsh, president of IATSE; Jack Kirsch, president of Illinois Allied; and Max Cohen, Robert J. Rubin, Arthur Mayer, Robert Mochrie, and Jack Beresin.

Local Mayor a Guest

Also introduced were Frank Rattigan, mayor of Saranac Lake, and James Logan, editor of the "Adirondack Times."

Propose Hospital Expansion

(*Continued from page 1*)

Edgewater Motel here for the annual meeting of the board.

Montague said the proposal had been discussed with the medical staff of the hospital who had approved the plan but recommended that the children be housed in a separate building or in a section of the hospital that could have its own kitchen and other facilities. Montague asked for written comments and suggestions from the board members.

Progress Outlined

The president's report detailed the progress of the hospital's expanded program—that of admitting patients with chest diseases other than tuberculosis—and said that more industry employees than ever before are being cared for by the institution's facilities. By steadily advancing new techniques in the treatment of tuberculosis, including anti-biotic drugs and new surgery methods, the average length of time for hospitalization of patients at Will Rogers has been materially reduced. Average time in 1957 was 227 days. Montague said, whereas two years ago it was 380 days, which even then was something of a record.

Montague also reported on the progress of the health survey of the amusement industry, directed toward detecting tuberculosis in its early stages, and on an educational campaign on the detection and treatment of the disease.

A report on operations from vice-president Murray Weiss detailed the alterations and additions, now completed, which were made to bring the third floor of the hospital into full operation as a separate section for the treatment of chest diseases other than tuberculosis. These facilities include a kitchen, dining room, lounge and nurses' station.

Music Supplied

Contributions in memory of Belle Baker were used to supply a hi-fi record player and record library, a remote control television and reproductions of museum paintings.

New fire-escapes have been completed on the main building and the elevator rebuilt and modernized.

Early this spring the Jerrold Electronics Company installed a television antenna and cable which now allows television plug-in service in all rooms of the Hospital.

Won't Dub 'Porgy, Bess' In Any Foreign Tongues

Samuel Goldwyn will not have dubbed versions prepared of his production of "Porgy and Bess" in any foreign language, it was learned here yesterday. The film version of the Gershwin-Heyward work will play theatres throughout the world in the English language only.

Three reasons were given for the decision. First is that Goldwyn has assembled a group of the world's finest singers. Secondly, "Porgy and Bess" was an international success when it toured the world as a stage production. Thirdly, it is felt that translating the Ira Gershwin lyrics into another language would lessen their effect.

Work on TB Vaccine Continued at Hospital

Special to THE DAILY

SCHROON LAKE, N. Y., June 29. —The clinical and research laboratory at the Will Rogers Memorial Hospital, one of the most important phases of the hospital's work, is proceeding with its work of developing a vaccine for the prevention of tuberculosis, Morris Dworski, director of the laboratory, reported at the board of directors meeting.

Four different vaccines are under investigation at the present time, it was reported, and one of them, Dr. Dworski said, "is very encouraging."

Special Study Undertaken

The laboratory this year will undertake a special study, under a grant from the Montague Fellowship and in cooperation with the University of Rochester and Eastman Kodak, to develop a new method of visualizing the whole branching system of air passages and air spaces of the lung through the projection of sections of the lung in three dimensions on a giant screen. The method would permit accurate observation of healthy lungs with those of individuals suffering from emphysema and other diseases which interfere with the lung function.

Television Today

RCA and NBC

(Continued from page 1)

Center in 1930 and 1931, and Nelson A. Rockefeller, chairman of the board of Rockefeller Center, Inc., participated in ceremonies marking the completion of the new agreements.

The leases were signed by Burns, Robert W. Sarnoff, president of NBC; and G. S. Eyssell, president of Rockefeller Center, Inc. They will run for 20 years, beginning in 1962. More than 13 acres of office and studio space in Rockefeller Center are included in the leases.

TV Export Group Names Jones Temporary Head

The organizing committee for the proposed export association in the television film industry elected as its temporary chairman Merle S. Jones, president of the CBS-TV stations division, at a meeting last week at the offices of the Motion Picture Export Association of America here.

Jones will appoint three working committees, financial, constitution and by laws, and personnel and organization. Each member of these committees will name an alternate from his own company so that the work of the committees can proceed despite the absence of any members on business.

Praises MPEA

The meeting unanimously voted its gratitude to the MPEA for its assistance and guidance in the formation of the proposed TV film organization. The next meeting of the overall organizing committee will be called in a month to six weeks to take up the reports of the three working committees.

General Mills, Standard Orders Total $3 Million

A total of $3,000,000 in gross daytime business has been placed with the NBC Television Network by General Mills, Inc., which has ordered a new 52-week campaign on five programs, and Standard Brands, Inc., which has renewed for another year its current broadcasting schedule on two programs.

General Mills' new order calls for the advertiser to sponsor an alternate-Friday quarter-hour segment, starting Sept. 12, in the following Monday-through-Friday programs: "Treasure Hunt," "The Price Is Right," "Tic Tac Dough," "Lucky Partners" and "Haggis Baggis."

Standard Brands' renewal is effective Aug. 12 and calls for the advertisers to continue sponsorship of a weekly Tuesday quarter-hour segment in the following Monday-through-Friday programs: "Tic Tac Dough" and ""Queen for a Day."

FCC to Bar Purchase Of TV Applications

From THE DAILY Bureau

WASHINGTON, June 29.—The Federal Communications Commission has announced plans to end situations in which one TV station applicant buys out or merges with a competing applicant.

The Commission on Friday said it was contemplating an amendment to its rules to dismiss with prejudice both applications where one applicant withdraws upon a payment or other consideration from a competing applicant. This would mean that both applications would be thrown out, and both applicants barred from applying again.

Follows Attack by Harris

Such an FCC policy would be a change from long-standing FCC rules which have permitted such practices and would obviously be aimed at meeting criticism by the House Commerce Investigating Subcommittee headed by Rep. Harris (D., Ark.). The Harris committee earlier this session attacked the FCC for permitting applicants in various competitive channel proceedings to buy out competing firms.

The new FCC announcement said the Commission was concerned that permitting one firm to buy off a competitor was tending to defeat the purpose of competitive hearings, and was encouraging some firms to apply only with a view to being bought off. Comments on the proposed rule-making were asked by July 28.

Toronto July Shooting For TPA 'Cannonball'

Filming on "Cannonball," a new half-hour action-adventure TV film series, will start in Toronto, Canada, July 14, it was announced last week by Milton A. Gordon, president of Television Programs of America, Inc., and Robert Maxwell, producer of the series. This will be the third commercial half-hour series produced in Canada by Normandie Productions, Ltd., TPA's Canadian affiliate.

At the same time, Gordon revealed, "Cannonball" has been bought, prior to production, for Canadian telecasting by the Canadian Broadcasting Corp. It has also been bought in the United Kingdom by Incorporated Television Programme Co., Ltd., in a sale just concluded by Gordon and Manny Reiner, vice-president for foreign operations of TPA.

"Cannonball" will be produced by the same production team responsible for one of TV's outsanding successes, "Lassie." Maxwell will be executive producer; Rudy Abel will be producer, and Peter Frank, associate producer.

Reade Would Rein Sales-to-TV

(Continued from page 1)

the maximum returns from the picture.

To lay the groundwork for this Reade urges the immediate imposition of a six months moratorium on the sale of all post-1948 pictures to television, regardless of the country of origin, and an all-industry meeting to discuss the mechanics of the plan.

Wants All Branches Included

Directors for the new distribution unit, Reade suggests, could be drawn from all segments of the industry. At the end of each year each producer or picture owner would be remunerated in direct proportion to his film's total domestic gross—regardless of whether his picture was ever sold to television or not.

Reade comments that "a remarkable, if not unprecedented, unanimity of opinion exists in the industry" on the necessity of preventing the sale of post-1948 films to television. "Already," the letter continues, "a major break in the dam has occurred. We cannot allow this break to widen and engulf us."

The letter then proposes the moratorium and declares "During this hiatus a method of logical and economic distribution of films to TV must be evolved."

Two Previous Plans Offered

Previous proposals to control the sale of films to TV have included a syndicate to buy enough stock in major distributing companies and exercise influence to prevent such sale, and a Theatre Owners of America proposal to set up a revolving fund to buy the rights to pictures and reissue them to theatres.

Sirowitz, Gordon Named To Positions at NTA

Len Sirowitz has been named art director and Fred Gordon has been appointed advertising production manager for National Telefilm Associates, Lester Krugman, executive director of advertising, promotion and merchandising for NTA, announced at the weekend.

Sirowitz comes to NTA from Columbia Broadcasting System, where he was advertising designer for TV promotion for CBS-TV since 1956. Prior to that he was with Grey Advertising Agency as art director on the NBC and RCA accounts.

Also With CBS-Columbia

Gordon was previously advertising production manager with Pharmaceutical Advertising Associates, Inc.; CBS-Columbia, a division of the Columbia Broadcasting System, and the Necchi Sewing Machine Corp.

Guild Films Trades Time to Cut Debt

Guild Films, Inc., has made a deal with Television Industries, Inc., whereby it will eliminate $6,525,000 of indebtedness through an exchange of television time spots, it was announced at the weekend by John J. Cole, president of the company.

The indebtedness involved the purchase of 1,100 RKO short subjects, and the foreign rights to Minutes of Prayer.

This is part of the reorganization program which Guild Films instituted last March when Cole assumed the presidency of the company.

Team Bardot, Sinatra

Columbia Pictures has signed Frank Sinatra and Brigitte Bardot to co-star in a film to be produced by Raoul Levy, the company announced at the weekend. The picture will be a musical entitled "Paris By Night," and will start production next May in Paris.

Stresses Role

(Continued from page 1)

tures are established. They cannot let their enthusiasm fade away at the time the finished print is sent to the laboratory, he says, because their ideas and viewpoints are important in presenting it to the public.

Swope praised Gary Cooper highly for his work in the picture.

"You would think from watching him," he stated, "that Cooper was working on a participating basis. He wasn't. He grew to like the role so much that he gave it everything; it was a great job."

Another Swope picture, "Quick Draw," which has had three previous titles, has been completed.

Swope is sold on television as a means of developing new talent. All the men and women in television want to try films, he says, because they are fascinated by the care put into story structure, development of incidents and characterization which is lacking in television because of the speed of presentation, except in some spectaculars.

Plans Re-Booking Films Hurt by Bad Weather

Special to THE DAILY

ALBANY, N. Y., June 29.—"Big" pictures shown by drive-ins during the cold and rainy spring will probably be spot-booked for repeats during the summer, according to Robert Lamont, of Lamont Theatres.

He pointed out that a number of drive-ins played the blockbusters when they became available, but they did not attract the business expected, due to unfavorable weather. Return engagements therefore may be in order, when other good product is not on tap.

"With favorable weather during the next eight weeks, we think the season of 1958 can probably equal that of 1957," he said.

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